FORTUNE

THE UPBEAT GENERATION

Surprise! A FORTUNE poll says working Americans in their 20s are optimistic about their careers and financial prospects. They expect to live just as well as their parents. ■ *by Alan Deutschman*

COMPARING themselves with their parents, they think it's going to be harder for them to own a house. Harder to achieve financial security. Harder to provide for a family. Or to have enough leisure time—not that they can ever really have enough. What about making a lasting marriage? Harder. Paying for a child's college education? Don't even think about it.

They are the **twentysomethings, and** despite the powerful obstacles in the way of their upward mobility, they are a remarkably buoyant bunch. They, too, believe in the American dream—but in an end-of-the-century version.

For all the tough sledding they see ahead, 89% of young working Americans in their 20s are optimistic about their own careers and financial prospects in the next decade. A stunning 43% are *very* optimistic. Ninety-two percent think they live as well as or better than their parents did at the same age. When they reach middle age, this group expects to live at least as well as mom and dad do in *their* middle age. These are some of the findings of a nationwide poll of 500 21- to 29-year-olds who have been in the labor force at least a year, conducted for FORTUNE by the opinion research firm Clark Martire & Bartolomeo. Admittedly, their upbeat attitude may stem from the fact that they have already found jobs.

Even so, you might be thinking: What are these kids smoking? Sorry, baby-boomers, that was *your* generation. Drugs are a major threat to the American way of life, say 81% of the twentysomethings. They are pretty downbeat on America too. Only 31% think the U.S. will have a more important role in the world in the next ten years, and 55% are pessimistic about the nation's economic prospects over the decade.

So what explains their optimism, their seemingly naive faith in the inevitability of their own progress in a darkening world? The short answer: a different view of the American dream. Only 21% say the most important measure of living the good life is financial success, and a scant 4% believe that the criterion is owning a home. The rest are more concerned with the acquisition of intangibles—a rich family or spiritual life, a rewarding job, the chance to help others, and the opportunity for leisure and travel or for intellectual and creative enrichment. By these yardsticks, the young people figure they'll come out way ahead of mom and dad. They say it will be easier for them to lead interesting lives, to find enjoyment and accomplishment in their work, and to achieve personal fulfillment.

Q: Do you think you live better than your parents did at your age?		Q: When you are middle-aged, do you expect to live better than your parents did at middle age?	
A:	%	A:	%
Better	63	Better	51
About same	29	About same	40
Not as well	8	Not as well	9

SAMPLING ERROR PLUS OR MINUS 4.5%

Granted, the overall zeitgeist in the U.S. has been moving in this same direction. In a Roper poll taken three years ago, more Americans said leisure rather than work was the "important thing" in their lives, for the first time since 1975. The baby-busters' attitudes are partly a reaction against the workaholism of the preceding generation, but even the aging boomers have been mellowing a bit.

Douglas Coupland, 30, author of the 1991 novel *Generation X*, cynically explains this shift in the national mind-set as the philosophy of *lessness*, "whereby one reconciles oneself with diminishing expectations of material wealth." But most twentysomethings aren't suffering from diminished expectations. Even though they esteem *wa*—the Japanese term for harmony—over wealth, they confidently expect to garner a fair amount of wealth too.

This is the "but not for me" generation—things may be tough all over, but *I* won't be affected. They don't make any connection between their pessimistic outlook for the overall economy and their optimism about their own well-being. For example, they believe that today a family of four needs $57,000 a year on average to live comfortably—that's 37% above the national median. Moreover, they confidently predict they will have a family income of, on average, $76,900 (in today's dollars) when they are 40. The reality is that not many will pull it off: Today only 10% of people filing income-tax returns earn $70,000 or more.

FORTUNE's poll was conducted in late April and amplified with follow-up interviews of 20 of the survey's 500 participants. What follows are some voices of today's young employees, neighbors, taxpayers, and voters. They are not running the country yet, but they will be—assuming they are up to the job—after the baby-boomers get their turn.

What is most reassuring about this generation is their appreciation of the fact that they live better now than their parents did at the same age. They recognize the sacrifices their parents made, and they are thankful for them. Twentysomethings know they grew up in relative prosperity if only because they remember the stories of struggle and hard times endlessly retold by parents who started out with much less. Call it the Mario Cuomo my-father's-bleeding-feet phenomenon.

Jim Malin, 29, a seventh-grade English teacher in Worland, Wyoming, recalls that his father had to quit medical school during

REPORTER ASSOCIATE *Kate Bullen*

PHOTOGRAPHS BY KAREN KUEHN—MATRIX

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Source: https://www.industrydocuments.ucsf.edu/docs/pnxl0000

"We have two kids, two incomes, two vehicles, a nice house," says teacher Jim Malin, who coaches girls' volleyball, as does wife Kim (second from top right).

the Depression and ended up working 34 years as a postman. Ronnie Nelson, 27, of Greensboro, North Carolina, enlarges on the theme: "Both sets of my grandparents were farmers, and my parents had to grow up through the Depression. My father served in World War II. When I was growing up, compared to them it was a piece of cake." Adds Robby Patterson, 29, a pipe fitter from Newport, Arkansas: "I remember my dad telling me about the first time I saw a TV. I grew up with one." And unlike her parents, "at least we don't have an outhouse," says Sabre Taylor, 24, an assistant loan officer from Miller, Missouri.

Moreover, their parents, whose Depression-inspired thrift enabled them to accumulate considerable savings, have the wherewithal to help the kids financially now—paying for college, cars, and even condos—or later, by leaving them money. Tim Ring, 29, an engineer at Pratt & Whitney in West Palm Beach, Florida, tells how his father got out of the service in 1960 and left his native Ohio at age 21 to start from scratch in Florida. Says Ring: "It was rough for him, not having a steady income. At that age I was still living at home, going to college, had a nice car, could do what I wanted and spend what I wanted."

Ramon Guerra's father was a house painter and now owns a construction company and a bar-and-grill in Portland, Oregon. "My parents struggled for a lot of things and did their best to make sure I didn't have to struggle," says Guerra, 26, a sales supervisor for a regional bakery. "They were very helpful financially. When they were my age, their parents didn't have that luxury. Times were much tougher for the whole family." Five years ago Guerra's parents co-signed his mortgage on a $48,000 three-bedroom house near the home where he grew up.

Twentysomethings say their lives have also been enriched by opportunities to travel that their parents never had. They are the children of the jet age: fare dereg-

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Source: https://www.industrydocuments.ucsf.edu/docs/phxh0000

Q: Compared with your p[illegible], how easy will it be for you to ...

A:	Easier %	Harder %	Same %
Lead an interesting life	45	10	45
Find enjoyment and accomplishment in your work	40	13	47
Move up in a company	38	39	23
Find personal fulfillment	30	16	54
Enjoy a high quality of life	28	27	45
Own a single-family home	26	57	17
Own a business	25	55	20
Achieve financial security	24	54	22
Have enough leisure time	23	50	27
Provide for a family	22	51	27
Have a lasting marriage	20	43	37
Pay for child's college education	14	77	9

ulation genus, economy-class species. Rather than succumbing to societal pressure to find a serious job after college, stick with it, and build a career, legions of these young adults guiltlessly view their jobs as interludes between far-off adventures. Later this year Michael Konyk, 23, plans to quit the University Inn in West Lafayette, Indiana, where he is a sous-chef, to explore either the East or the West Coast, before heading off to work in Ukraine, where his parents came from. "I need change," he says. "I love change. It stimulates me."

Konyk typifies the enhanced sense of freedom, of possibilities, of control over decisions that will shape their lives that characterizes this generation. The men, many of whom have parents or older brothers who were drafted, are grateful that they haven't been forced to go to war. The women came of age in a time of vastly expanded possibilities for them. "I have a lot more choices and more opportunities now than my mom had when she was younger," says Lynette Harkleroad, 23, who works at a Wal-Mart in Altus, Oklahoma. Her mother was a homemaker in Edmon, Pennsylvania, near Pittsburgh.

Dan Quayle notwithstanding, young people feel they are no longer as stigmatized for what were once derided as "alternative lifestyles." Bonnie Rucker, 26, is an unmarried mother of a 6-year-old son. Says she: "Raising a child alone has been hard in every way—mentally, emotionally, and physically. But it's worth it." Rucker clerks at the 7-Eleven in Vinton, Virginia, and her mother, who lives a couple of doors away, watches the boy day or night, depending on Rucker's shift.

Even if their view of their situation today vs. that of their parents at a similar age is realistic, the twentysomethings are astoundingly blithe about the future. Why do they assume they will continue to prosper despite a slower-growth economy? It turns out that they are pinning their hopes on two forces: favorable demographics and education. Births in the United States dropped off a cliff after 1964, the last year of the baby boom, producing fewer new entrants for today's labor market. Says Ronnie Nelson, who operates a four-color printing press at L&E Packaging in Greensboro, North Carolina: "I see plenty of opportunity to move up in the company because of the age of some of the people who are now doing the management jobs and upper-level jobs. They are getting close to retirement age, and there aren't many baby-boomers to replace them. I'll have a pretty good leg up on the people they hire after me."

In their eyes, education is an even more powerful propellant for upward mobility. Many young people stayed in school longer than their parents did—31% of our sample completed some college, typically receiving two-year associate degrees from community colleges. Another 33% hold four-year or graduate degrees. They speak of learning both as the key to economic advancement and as an enriching influence that opened new realms of lasting interest for them. Michael Konyk minored in anthropology at Purdue University while equipping himself to rattle those pots and pans with a degree in consumer food science. "College really opens your mind," he says. "I was granted an education, and my parents were really supportive. They let my mind grow and wander. It's really rare that I'm bored."

DESPITE the lackluster economy, youngsters who have carefully eyed the job market and trained themselves for the workplace are taking advantage of what Peter Morrison, a demographer at Rand Corp., calls "the pervasive shortage of skills." Wendy Leonard, 22, made sure to take business and computer courses when she was in high school in Wake Forest, North Carolina. There she mastered Lotus 1-2-3 and several word-processing systems, and learned to program in Cobol. "I knew that computers were what I needed," she says. Leonard recently landed a clerical position at Lambert's Cable Splicing Co. in Henderson, North Carolina, which installs cable for the phone company. "There are a lot of jobs out here, and we don't have the qualified people to fill them," she says.

Bill Bommer, 25, who teaches organizational behavior at the Indiana University business school, says, "I ask my students to imagine if they didn't go to college, what they'd be doing—and nobody can even imagine it." But the reality is that even with only a high school education, twentysomethings believe they can reach positions of considerable independence and responsibility by dint of conscientious effort. While she was in high school, Lynette Harkleroad

Konyk plans to quit his job and travel: "I need change. I love change."

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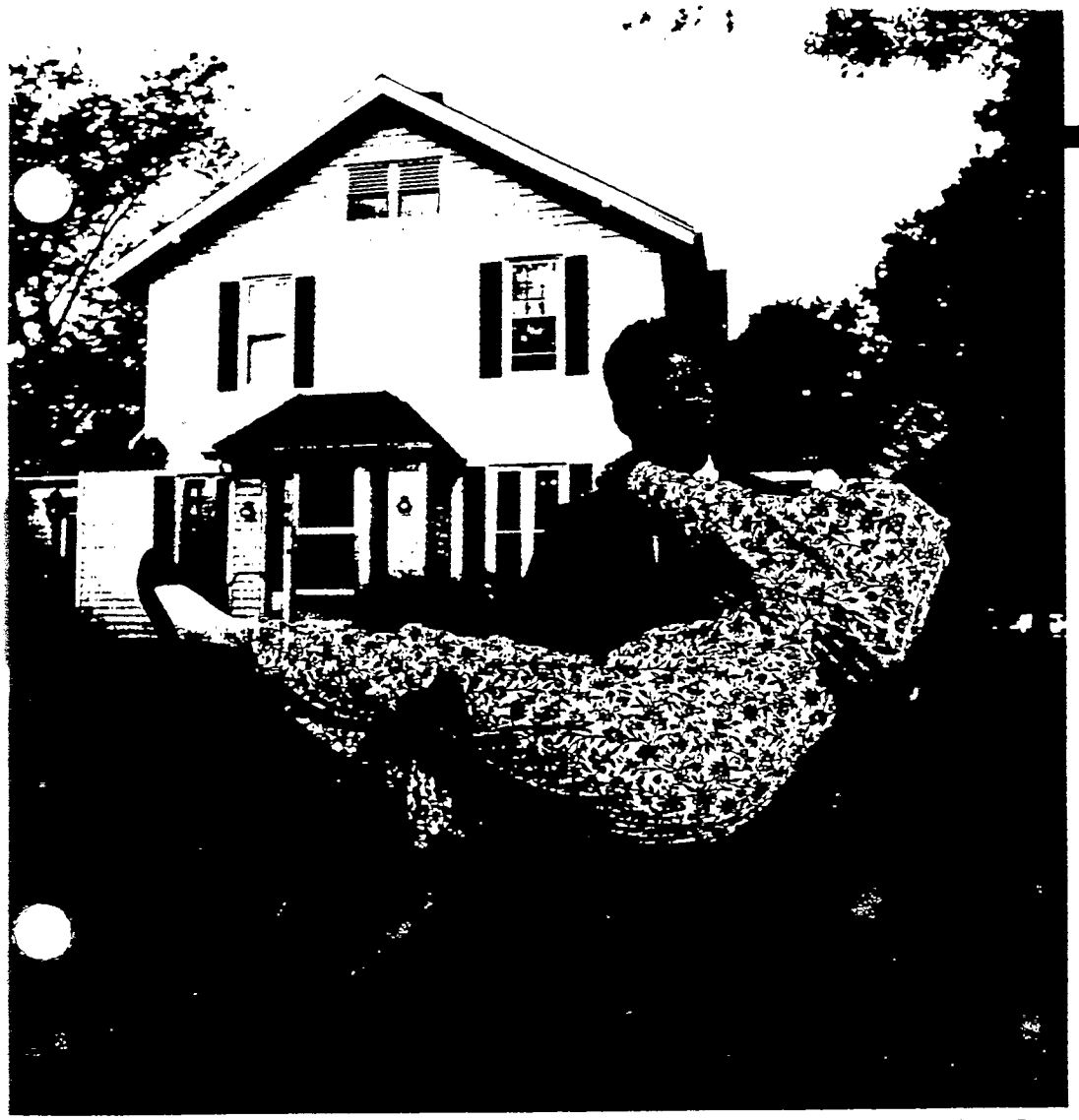

Whatever the Nielsens do, "We won't be any happier than we are now. Buying things isn't going to make us happy."

worked part time at the McDonald's in Leechburg, Pennsylvania. When the Air Force stationed her husband, Jeffery, in Altus, her letter of recommendation from the fast-food chain got her a job at Wal-Mart, where she has worked for the past four years. She started out as a checker, then became a Universal Product Code clerk—scanning items, making sure the prices on the labels were right. Two years ago she was promoted to department manager in charge of greeting cards.

As they push to exceed their parents' attainments, Americans are more likely to return to school later in life. During the 1980s, U.S. colleges and universities saw an influx of so-called nontraditional students older than the usual 18- to 24-year-olds. Clerkleroad will likely be one of this crowd. She plans to use her Wal-Mart profit sharing—which could be worth about $10,000 when it fully vests in three years—to pay for an 18-month or two-year degree, then to become a medical secretary. Similarly, Bonnie Rucker is thinking about going back to school to study to be a paramedic: "I like the business field, but there's only so far you can go with it," she says. "I want to get into a worthwhile position—something that makes me feel good about myself." She hopes to attend a community college in Virginia for the training she needs.

IF MORE EDUCATION and better demographics don't fully explain the under-30s' sanguine view of the long run, then perhaps the explanation is heredity. As Alexis de Tocqueville discovered a century and a half ago, a mania for self-improvement is an integral part of the collective American psyche. "Without optimism, you don't have anything," says Bonnie Rucker, who currently earns $6.05 an hour.

That optimism is reinforced by their experience in the labor force. The under-30 set is surprisingly content with their work: 80% are satisfied with the progress of their careers so far, 81% consider themselves very or extremely productive, and 62% have already discovered what they want to do for a career. An impressive 85% say their attitude toward their jobs has stayed the same or become more positive since they began working full time. When asked how they feel on a typical day at work, the No. 1 answer was "respected" (cited by 86% of those polled). Other top responses: "happy" (85%) and "accomplished" (82%). Only 19% felt "exploited" or "depressed."

The most important aspect of a job is "a company or supervisor who treats you with respect as an individual," followed by job security. Security probably ranks so high because the young people entered the work force during a time of redundancy, recession, and restructuring. Some of Tim Ring's acquaintances at Pratt & Whitney, which has a lot of defense business, were laid off as a result of Pentagon cutbacks. Ring is well aware that he was spared largely because he works on the space shuttle rather than a military contract.

"It's hard to get a full-time job here," says Lisa Guagliano, 22, who works two night shifts a week as a nurse trainee at Millard Fillmore Hospital in Buffalo. "They've cut a lot of positions and have lots of part-timers. It's really hard to get into the department you want." Positions are filled based on experience and seniority, and Guagliano must compete with legions of nurses in their 30s and 40s. She wants to specialize in cardiology and hopes to get the training and experience she needs from a stint in the Army as soon as she passes her licensing exams early next year: "I'm young—what's four to six years?"

Typical of many baby-busters, Guagliano wants a career where she can make a contribution to society. She decided to become a nurse because she was hospitalized at age 3 for kidney problems caused by exposure to toxic waste when her family lived near

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Love Canal. She was in and out of hospitals until she was a teenager, and she says, "Medicine looked like it would be really rewarding. Nurses saved my life on several occasions."

Layoffs at big companies are encouraging more and more young workers to gravitate to smaller outfits. A recent survey of college students by Right Associates, a Philadelphia consulting firm, found that 32% prefer to work for companies with 100 or fewer employees, vs. 23% in 1990.

Consider the case of Ronnie Nelson, the printing press operator at L&E Packaging, which makes tags and labels for clothes such as Levi's jeans and Lacoste shirts. He worked for seven years in the same job at a division of giant Avery Dennison, the office products manufacturer that went through a big restructuring last year. Four months ago he followed his former boss to L&E. "It's been a pretty bad situation in the printing industry," he says. "A lot of companies have folded—and a lot have so much overhead they can't make the profit they need." He says his positive attitude toward work "has 100% to do with" being at a smaller, more competitive concern.

Q: The most important measure of living the good life is ...

A:	%
A rich family life	33
Financial success and security	21
A rich spiritual life	16
Having a rewarding job/career	10
Helping others	6
The opportunity for leisure and travel	6
Owning a home	4
Intellectual/creative enrichment	3

On average these folks work a 45-hour week, and they'd like to cut that back to 39. Only 18% say they work harder than their parents did. But if they are really so upbeat about their work, why do they shrink from putting in long hours? Isn't work supposed to be the "hedonism of the middle class," as essayist Barbara Ehrenreich wrote in *Fear of Falling*? Not necessarily. Twentysomethings want the job to be satisfying but not to dominate their existence. "I'm not going to work my life away," says Lynette Harkleroad. "My family and I come before work does. I'll be at work when they need me, but I'm not going to die there."

Sure, work can be fun, but so is softball. A lot of young people sound like Ronnie Nelson. In one breath he says, "The easiest way to have an interesting life is to be happy with what you do." Then in the next, "I play a lot of golf and softball. I don't have to have the extra money to make my life interesting."

To the younger generation, "having a good time" is a legitimate goal. Four nights a week Lisa Guagliano hangs out at the Pleasure Dome, a huge bar and mecca for the younger crowd in Niagara Falls. There she competes in bikini contests or dons a Velcro-covered suit and hurls herself at a Velcro wall where, miraculously, she sticks. She peels herself off and hops into a translucent spaceball, a plastic sphere that spins and simulates the giddy feeling of space flight. Sometimes, before she heads to the Dome, she goes bungee jumping, bouncing on an elastic cord while hanging over a cliff near Niagara Falls. "It's the world's biggest thrill," she says. The biggest? "Well, pretty close."

"I see just how brilliant Americans can be," says Tim Ring, a test engineer for the space shuttle.

WHEN THIS GROUP is asked which is more important to them, their personal lives or their careers, the former wins hands down—64% to 36%. Not surprisingly, one-third consider a rich family life as defining the good life. They herald a back-to-basics movement: Once again, marriage is for keeps. Although they acknowledge that it's gotten harder to make a union endure in a high-pressure, two-paycheck world, 94% expect to get married (or already are) and 87% plan to be married only once. And they want to spend plenty of time with their kids. Many saw their parents break up when the divorce boom began in the 1970s. Work was all to a generation that knew what it was like to be out of work. Family is all to a generation that knows what divorce is.

They see marriage more as a source of companionship and support and less as a response to economic necessity or societal pressure. "My parents didn't have a lot of common interests," says Beth Nielsen, 29,

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who lives with her husband, Todd, a lawyer, in Creston, Iowa. "My dad was a sportswriter for the Creston *News Advertiser*, gone four or five nights a week. He worked so much that when I was younger, I don't remember taking family vacations together." Beth would like to have three children and thinks that the holidays and three-month summer vacations she enjoys as a substitute grade-school teacher will make it easy for her to spend time with them.

In contrast to her mother, who married at 19, Beth was 27 when she wed, and she and Todd share a number of interests. Both are laid back and enjoy golf, tennis, and jazz. "We're very much alike," she says. "When my parents married, I don't think people thought about finding someone who was like themselves. In the long run our relationship will be much richer."

Buying a home has always been the natural next step for married couples starting a family. It still is. Jim and Kim Malin, who are both English teachers, together earn about $49,000 annually. They have two daughters, Maggie, 6, and Katie, 2, and in 1990 they bought a $70,000 house in Worland, Wyoming. This year Ronnie Nelson and his wife, Kelly, plan to break ground on a three-bedroom ranch-style house on an acre of land in Greensboro, North Carolina. Total cost: $84,000.

Q: How optimistic are you about your career and financial prospects in the next ten years?

A:	%
Optimistic	89
Pessimistic	11

Q: How optimistic are you about the nation's economic prospects in the next ten years?

A:	%
Optimistic	45
Pessimistic	55

Because Americans are getting married later and later—45% of men and 31% of women are still single at 29—some are tempted to buy a house before tying the knot. Tim Ring, who is single, is trying to buy a house and needs to come up with a $10,000 down payment to qualify for a $100,000 mortgage. He has money put by but figures he'll have to tap into the company savings plan, which is really meant for retirement. Like 57% of his age cohort, Ring thinks it will be harder for him to own a single-family home than it was for his parents. After all, they bought their first house with $250 down.

But owning a home is no longer the cornerstone of the American dream. House lust smacks of the sort of conspicuous materialism that baby-busters dislike. Though renters Beth and Todd Nielsen plan to buy a house once Beth gets a full-time position, "no matter what we buy or whatever we do, we won't be any happier than we are now," she says. "If we're not happy now, buying those things isn't going to make us happy."

On balance, the twentysomethings sometimes appear to represent a sort of existential cocooning or failure to engage the real world. They have never been up against a big challenge, like a war. The Persian Gulf conflict is already fading from memory: Only 31% of this generation say that global political and military unrest is a big threat to the American way of life.

"People my own age kind of make me nervous," says Jim Malin. "We haven't had our moral fiber tested as much as the people who came before us. We never lived through a draft. What would we do? Would we turn and run?" His father served with the Navy in Manila during World War II; his mother fled the Netherlands when her hometown was destroyed by the Nazis; one of his brothers fought in Vietnam.

Q: Have you discovered what you want your career to be?

A:	%
Yes	62
No	38

Q: How satisfied are you with the progress of your career so far?

A:	%
Satisfied	80
Dissatisfied	20

Unlike the Sixties youth movement, which cohered around an us vs. them view of adults, today's young people have an odd and disturbing disdain for their own generation, perhaps revealing an insidious sense of discomfort or uncertainty about their own beliefs. For instance, consider their views on their own work ethic. They admit,

Nurse trainee Lisa Guagliano competes in bikini contests at this bar. Her mom, Jean, drives her home.

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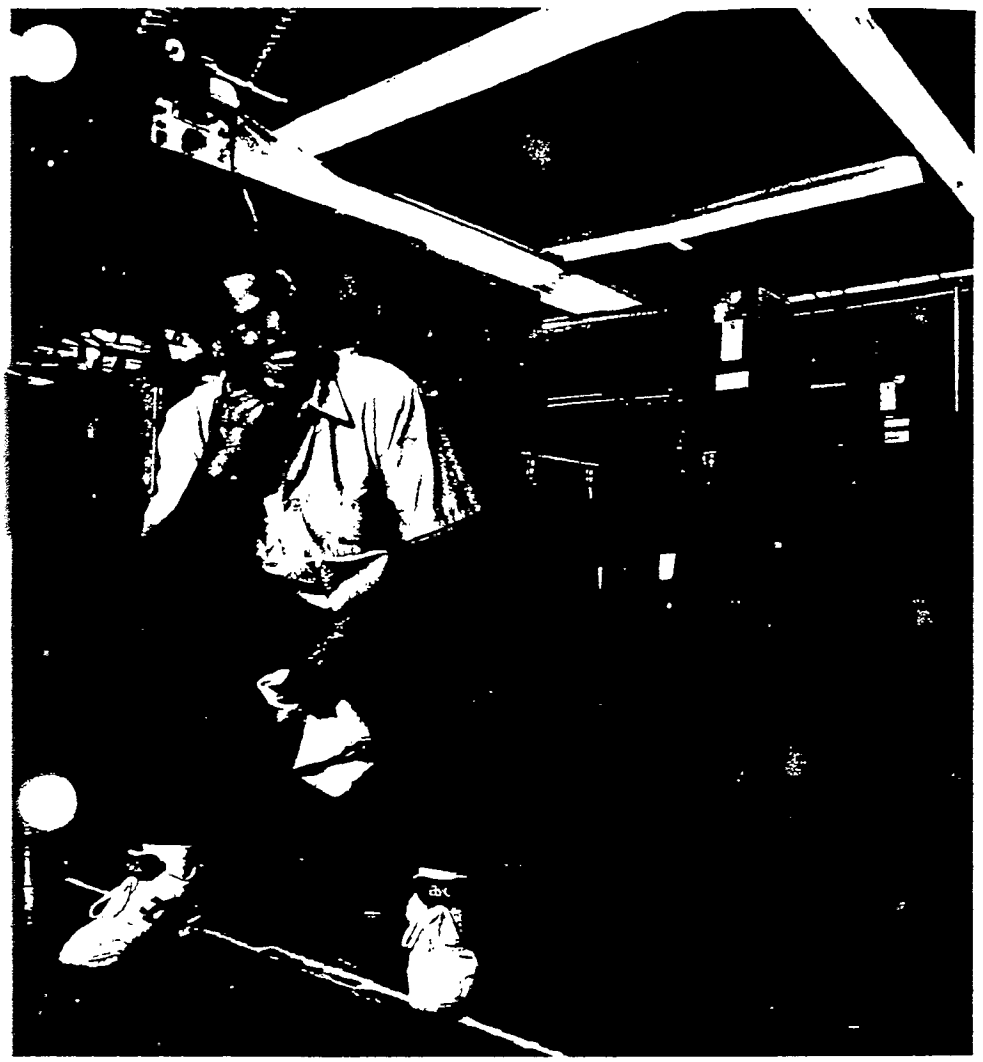

Says pressman Ronnie Nelson: "I see plenty of opportunity to move up in the company."

a little self-righteously, that their career success takes a back seat to their personal fulfillment, but now listen to their voices as angst-filled generational self-criticism sets in. "I'm not really sure about the work ethic of people my age," says Jim Malin. "Today, if you ask someone to take out the garbage, it's like asking them to swim across the Atlantic." Adds Ramon Guerra: "Everyone wants to be there on payday but doesn't want to work all week."

Wayne's World, the popular film based on a series of TV sketches, may speak for some of these folks. Wayne and Garth are 20-ish and still live with their parents, amusing themselves while failing to "get a life." Wayne collects hairnets and name tags from his various short-lived factory jobs. Now switch from *Wayne's World* back to the real world and listen to Ramon Guerra: "Most of my buddies from high school haven't changed a lot—they go from job to job and wait to party on the weekend. Just making enough money to pay the rent and get by, not too worried about the future. I'm pretty much the only one in my circle who's married with children."

Nor is the under-30 set particularly interested in keeping up with the news. A 1990 Times Mirror study, *The Age of Indifference*, found that this generation "knows less, cares less, and reads newspapers less" than any generation in the past five decades. Only 30% of 21- to 34-year-olds said they "read a newspaper yesterday" and 41% said they "watched TV news yesterday."

Q: How likely are you to be working for your present company in five years?

A:	%
Likely	65
Not likely	35

Q: How likely are you to be laid off in the next five years?

A:	%
Likely	15
Somewhat likely	29
Not likely	56

Q: What is a big threat to the American way of life?

A:	%
Drugs	81
Troubled educational system	74
Damage to the environment	73
Crime	72
America's economic malaise	52
Foreign economic competition	45
Racial problems	38
Global political and military unrest	31

Says Malin: "I'm afraid that people my age and younger seem real apathetic about what's going on in the world. A lot of them don't ever look at the front page of the newspaper and kind of forget what's going on outside of their lives."

Their attitudes toward national and world affairs spring from personal experience and direct observation. "I have a hard time understanding spending billions and billions on defense and then having education cutbacks," says Ronnie Nelson, whose wife, Kelly, teaches disabled children.

Tim Ring belongs to the 8% sliver who are very optimistic about the U.S. economy, and his attitude springs directly from his experiences at work. He earns around $30,000 a year at the Pratt & Whitney plant in West Palm Beach testing and developing high pressure oxygen turbopumps for the space shuttle's main engine. "I see the latest in American technology in my job. I deal with engineers who have graduated from the top universities across the nation. I just see how brilliant and knowledgeable Americans can be when they want to be. I don't see the Japanese sending astronauts up into space."

But certain laments came up again and again in the interviews: America is going downhill. We spend too much on defense,

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not enough on education; too much on foreign aid, not enough on domestic problems like homelessness and hunger.

"Bush hasn't done a very good job—he's more interested in foreign affairs than here where we're at," says Bonnie Rucker. "People are going hungry in our own country." Echoes Lynette Harkleroad: "We give a lot of money to foreign countries for stupid reasons, and we don't take care of those problems in our own country." These people can see homeless families and drug sales in their own towns, but abstract issues such as foreign trade are hard to grasp.

Twentysomethings' disdain for their own generation is exceeded only by their antipathy toward the baby-boomers, whom they see as over-the-top materialists and remiss parents. For the most part, busters are not afflicted by what novelist Coupland called "boomer envy." Only 24% say that status or prestige is a "very important" aspect of a job. More attribute high importance to "working with people you like" (70%) than to salary (58%).

Ronnie Nelson, like 78% of his age cohort, says he wouldn't want to be like the baby-boomers: "The only thing the people I know in that generation—like my brother, Mike, who's 39—seem to be concerned with is having money. Not so much with being happy with what you do—just making the money. I really don't want to wake up in the morning and say, 'I don't want to go to work today, but the money's really good.' I want to say, 'I'm ready to go to work, and the money's decent.' "

This is a generation that values solid family lives, recognizes they are the beneficiaries of parents who had it tough, and feels they are treated with respect on a typical workday. Their heads are a little mixed up maybe, but their hearts are sure in the right place. F

Q: How do you feel about the baby-boomers?

A:	%
Would like to be like them	22
Would not like to be like them	78

"My parents struggled and did their best to make sure I didn't have to," says Ramon Guerra.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnxl0000

Articles on Men

Source: https://www.industrydocuments.ucsf.edu/docs/pnxl0000

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MEN '8

STUBBORNLY ▲ FOLLOWING ▲ WOMEN'S ▲ EXAMPLE, ▲ MEN

THE AMERICAN MAN IN TRANSITION

ARE ▲ CHANGING. ▲ THEY ▲ HAVE ▲ NO CHOICE.

Men are doing a lot of soul-searching these days. The old role models—taciturn John Wayne, macho Stallone, sensitive Alda, workaholic Iacocca—simply have no relevance now. Inspired by women, who have radically redefined their roles in America, men are casting about for an identity that is comfortably, and truly, masculine. They're in transition, and they're finding it a wrenching, lonely business.

One thing is certain. American men must do something to change—and women have to help them, or risk losing them. On average, men die seven years younger than women. Biology isn't the full explanation—the gap used to be smaller. By one estimate, only two of those years can be clearly attributed to hard-wired differences in male and female biology. The traditional male sex role, characterized by a roll-with-the-punches stoicism and isolation, fraught with stress, anxiety and ambivalence, is hazardous to men's health. The body, that exacting taskmaster and teacher, is telling men to find a new way to be. It's a matter of life and death.

The American man's emotional life is crying out for change, too. Just as feminism encouraged women to enrich their lives by looking outward, the gains women have achieved have indirectly suggested to men the benefits of looking inward. Not only is the old male model physically destructive, it's emotionally stultifying—and unacceptable to many women. The sorry condition of men's interpersonal skills is reflected in a few telling data: At no time in history have there been so many divorced men, so many single fathers—and this at a time when men claim to cherish family and home life more than any other facet of their lives. That they are so inept at it is tearing them apart.

Their current failure to integrate their lives,

CHRIS STEEMAN

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PROJECT EDITOR MICHAEL SEGELL

Source: https://www.industrydocuments.ucsf.edu/docs/pnxl0000

though, may be temporary—a transition before they reach their ultimate transformation. A new *American Health*/Gallup survey has turned up a remarkable finding: Men and women are in very close agreement on the characteristics that make up an ideal man (see "Perfection Incarnate," p. 61). Does this signal an end to the battle of the sexes? Maybe, suggest some of the authors on the following pages. Many men, by changing themselves, are at least moving toward a rapprochement. Like the early feminists, these men herald a shift, however gradual, in the American male psyche. Some—optimistically, perhaps—are calling the trend a men's movement.

Our survey documented not only evidence of that shift, but the ambivalence, reticence and discomfort accompanying it. Both men and women agree, for instance, that it's most important for an "ideal man" to be a good husband and father, have a sense of humor and be intelligent. That ideal traveled well even with single people, particularly men, who also rated qualities associated with being a family man near the top of the list.

The rise of this new ideal may signal the demise of the old: Both married and single men and women feel that conventionally "male" attributes like physical strength, aggressiveness, toughness and earning power are no longer as important as they once were.

Our poll did, however, highlight some differences of opinion among various segments of the population. 45% of college graduates, for instance, think it's good for a man to be emotionally sensitive, compared with only 23% of non-college-graduates. The finding suggests that even though men know they have to abandon their old distant, authoritarian style, they're not quite ready to adopt a demeanor that could label them as wimps.

Men are lonely, too, our poll found. We asked men what they talk about when they get together with their closest friends (see "Shop Talk and Jock Talk," p. 61). In contrast to women, who talk mostly about their children and personal problems, men talk about work and sports. Men *say* their families are the most important things in their lives, yet seem unable to talk about them with their best friends. In that sense, men truly may be isolated from sharing what they really care about.

Men may also be more isolated from their families—or more specifically, their wives—than they would like. Our poll found, for instance, that 29% of men think their best male friend understands them better than their wife or girlfriend. (High as that figure may seem, it falls short of its counterpart among women: 39% of women say their best friend understands them better than their husband or boyfriend.)

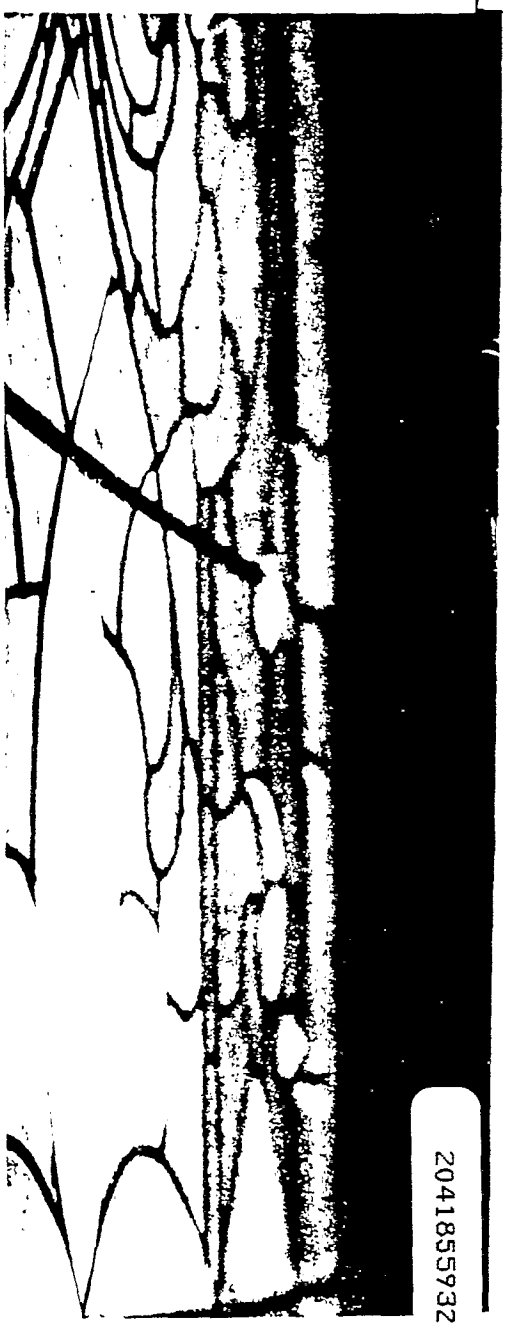
The isolation our poll found may be rooted in men's earliest, most primary male relationship. Most sons—daughters, too—feel closer to their mothers than to their fathers. On average, both men and women rate their relationship with their father a 7.5, on a 10-point scale, while mom rates almost a full point higher. The American man may cherish his family, but his children are more attached to his mate.

Perhaps that's one reason why more than half the fathers we polled (51%) would quit their jobs and stay home with their children, if money were not a problem. Clearly, men feel torn between being able to provide their families with more of themselves and being, simply, good providers. The pressures of a two-career family are especially disturbing—70% of married men would prefer that their wives not work, despite the many proven benefits to health and self-esteem that a job provides.

The American male, in short, is in flux. He's trying to shake the old rigid macho values, but he'd still like to be the sole breadwinner and keep his wife in the kitchen. Some college-educated trendsetters think men should feel more emotion, but the rest of the population—particularly men, and to a lesser degree, women—is terrified by the idea. Men still can't share their feelings with other men, preferring to rehash ball games or dissect the nuances of office politics with their best friends rather than reach for what really matters. The "lonely guy" is real.

But some men are breaking down the old models and reconstructing the male role. Men are seeking each other's counsel, healing wounded relationships with their fathers, and exploring, with the help of poetry, myths and fairy tales, what it means to be masculine. Finally, men's groups are meeting with women's groups—a summit of sorts of the sexes—in an effort to raise everyone's consciousness and understanding.

It's an effort to go beyond feminism, beyond "masculinism," toward humanism—a noble direction, whatever your gender.



4 HANS NELLMAN STAINED GLASS COURTESY OF URBAN ARCHEOLOGY

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MEN 1988

The hazards of being male late 80s style

By Herb Goldberg, Ph.D.

The image of the male has changed regularly and radically over the last 25 years. Ever since men's behavior began undergoing critical scrutiny by feminists, the male image has moved from that of heroic competitor to insensitive sexist and chauvinist pig; then to a portrait of the disoriented creature intimidated by his changing role demands; and, more recently, to an image of men regressing to macho posturing on the one hand, and being self-absorbed, commitment-resistant and unable to love on the other.

Indeed, many men today are using the tried and true, traditional masculine outlets of workaholism, sports spectatorship and doing *for the family.*

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FPG/D. Luna

The autonomous male, the independent strong achiever, is still essentially the preferred male image.

One should stress the word "doing" because most men are still barely able to just be and relate to those they care about and love in unstructured, relaxed interaction without a purpose or goal.

Many younger men (under 50 years of age) have begun to recognize their personal limitations and problems and are attempting to "humanize" themselves by giving personal relationships and intimate values some priority. The efforts, however, are still fragile, muddled and often aborted because the masculine logical, problem-solving orientation doesn't work in transforming or improving relationships. Consequently the "new man" as an idea reads better than it plays. In fact, the gender tragedy for the traditional male is that often his best intentioned efforts at being a good husband and father do not accomplish his goal of creating a loving bond. They still incur the resentful responses of his wife and children who still experience him as controlling, self-absorbed, and lacking in emotion and compassion. He is bewildered and discouraged by this response. But the roots of this response lie in the power of the unconscious masculine undertow.

Another obstacle is a lack of trust. That lack creates, in most men, an insatiable quest for material success and security. There also remains an unconscious blocking of the inner personal self which results in a disconnected mechanical responsiveness and the absence of spontaneous personal interactions. *The pain and invisible struggle that most characterizes today's man is that his efforts to be the "new superman"—successful and intimate—fail and he ends up, when not involved in masculine role-playing, "alone again, naturally."*

Too many men are left bewildered and broken by this. Yet, as a therapist who has worked with hundreds of men in crisis in my psychotherapy practice, even those in the severest of personal trouble tend to be impatient with an opening up process that does not provide instant, mechanical solutions. They resist, at all costs, exploration of their emotions and personal experience.

Men's attempts to develop a personal life without really getting to know themselves has created a breed of pseudo-liberated men whom I call "intimacy mechanics." They use the language and symbols of personal involvement well but from an unconscious macho orientation. The more competitive "intimacy mechanics" try to project an image of being *Mr. Perfect*—masters at seeming to have succeeded everywhere—on the personal and the work

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Rubin Reid Noto & Ehrenha... or the Geran Man

Women bend and men break. The male conducts his life by his ideas about masculinity. Living up to the image is the important thing. His mind is constantly telling him what he is supposed to be. Men are at their best when a task has to be completed, a problem solved, or an enemy battled. For most men emotional expression is feminine. Giving into pain, asking *for help and touching is feminine. The male in our society lacks the fluidity of females who can readily move out of traditional definitions.*

front. Inevitably, this unravels and a "macho-in-disguise," who is manipulating, not really being, is revealed.

Public life today is filled with political and business leaders who are embodiments of these failed male creatures who have fallen victim to their attempts to be and have it all. Underneath the veneer of perfection exist massive contradictions and hypocrisies. The men are symptomatic of countless anonymous others who have also tried to be the "new superman" and are unravelling under the pressure because the manipulation of image cannot long survive alongside a lack of inner substance and reality.

Instead, what still sustains most men today are the compulsive masculine goal pursuits. Success in external areas gets easier and easier to achieve as the personal bonds deteriorate and evaporate. The rewards of materialistic triumphs become progressively less satisfying so he needs larger doses of ego fixes, until a major crisis puts an end to it all.

No, it is not an upbeat portrait of the beleaguered contemporary man. Rather, it is the picture of someone trying in vain to be all things to all people, but who remains a lone ranger who cannot carry all the weight and is in search of support and answers that will help him pull it all together without threatening his image of himself as a man.

Marketing to Today's Man

Communicating with this complex and fragmented contemporary man, one must realize the intensity of his inner, often denied, stress and his search for new and acceptable approaches to his problem of trying to be all things to all people—in the workplace, at home, and among his peers. He strives to pull together a mass of psychologically contradictory parts into a viable whole—to be successful, loving, fearless, sensitive, aggressive, manly, in-

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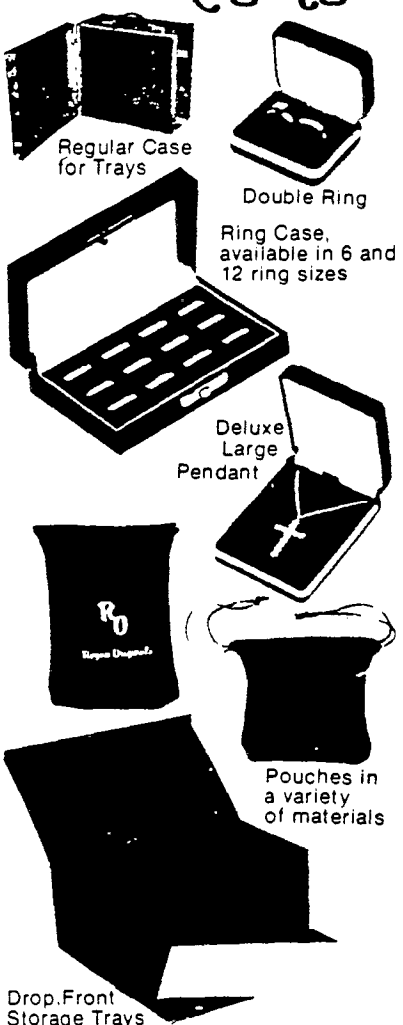

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timate, ethical, a winner and/or a comfortable non-winner, traditional, unique, adventurous, conservative, independent, bonded, sexy, but not sexist.

To come to grips with these opposing demands he *must* begin the process of inner awareness and development. At the same time, he must learn to be kinder to himself in the face of defeating paradoxes and let go of the debilitating pursuit of "being it all"—a quest which sickens him and creates feelings of hopelessness and self-hate.

Marketing appeals and images that give him permission to be genuinely self-caring, without seeming to be flaky, selfish or narcissistic, are crucial. He needs to be reminded that men are the gender more at hazard in our society according to statistics such as longevity, disease leading to death, addictions, victims of crime, childhood psychological disorders, suicide, and loneliness. These realities, that he typically ignores or rationalizes out of awareness, would allow him to be gentler with himself.

Images are needed that will allow him to remain self-caring in his bonded male-

Psychological roles

It is very much in style today to urge men to feel. However this urging is partially reminiscent of taunting a crippled man to run. The male defenses against feeling are powerful and deep and integrally tied in with his image of himself as a man, and he is caught in roles that are the bedrock of our culture. It is unlikely that a mere act of will on his part can unlock the hurricane of repressed feelings within him. Today's man is the product of massive, defensive operations *against* feelings. These defenses are geared to protect him for survival's sake by transforming the host of powerful, socially taboo impulses, needs and feelings into acceptable male behavior.

The Cynical Male: In his eyes, all feelings are phony. His perception of himself and others is tinged with a caustic, bitter, and resigned flavor. He seems to be saying, "There ain't no way I'm ever going to get to feel and be safe in this world at the same time." So he justifies his own cynical position by labeling feelings as insincere.

The Autonomous Male: To him "feelings are weaknesses," that take him off the dead center of pure independence and only make him feel vulnerable. To the autonomous male, exposing feelings would be comparable to sticking one's Achilles heel in the face of the enemy's gun.

The Intellectualized Male: He dissects, analyzes, philosophizes, and endlessly discusses feelings, but nary a spontaneous feeling is ever emitted from him. Perhaps he even tries to "help" others to feel but his own responses are flat, detached, and impersonal. He distances himself from feelings by pouring all his own responses through the deadening filter of his intellect.

The Passive-Aggressive Male: "What do you want me to feel?" is the attitude of the passive-aggressive male. He handles his fear of feelings by non-engagement. He holes up under his shell and makes others, who may be so motivated, fight for a feeling from him. Eventually they come to leave him alone in total frustration.

The Manipulative Male: He consumes and spits up people after he has used them. He will falsely portray and mimic any feeling that he believes will get him where he wants to go. Other people's feelings are his handles, the tools he uses and the vulnerabilities he plays with in order to achieve his goal. His only feelings are of the mock variety.

The Achieving Male: "You can't eat feelings," and "Feelings are all right for later but right now they're a waste of time," is the achieving male's attitude. To the achievement-oriented male, feelings are inefficient, a luxury not connected to the vital process of survival, and in his eyes they're liable to derail him into a destructive trap. Actually, he never gets around to feeling, but maintains the illusion that he can if he so chooses.

Source: ***The Hazards of Being Male*** **by Herb Goldberg, New Press, N.Y.**

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Source: https://www.industrydocuments.ucsf.edu/docs/pnx10000

No-win binds

The male in our culture finds himself in countless "damned if you do, damned if you don't" no-win binds. He is psychologically fragmented by contradictory expectations and demands in the many roles he has to play. Upon close examination it seems clear that few, if any feelings and expression of needs are within the socially approved definition of masculinity. Consequently, the male adopts various postures, styles, and attitudes, such as the following, to justify the fact that emotional expressiveness and survival are for him not compatible.

The Gender Bind

The male child is raised with a strong feminine imprint. His deepest emotional relationships and some of his most profound influences are mother, grandmother, and teacher, who is more often than not a woman. Father, very likely, is a background figure, home for relatively short periods of time during the week and frequently preoccupied and minimally involved when he is around. The young boy is therefore being conditioned by the female identity much of the time. As if by magic, by the time he reaches the age of five or six he is expected to become "all boy." The heavy female component to his identity must be repressed. To express it, or to behave in a feminine way, is to open himself up to derisive inferences, ridicule, and hostile name-calling such as "sissy" and "fag."

To survive in this culture, therefore, the male must disown and deny a major female love relationship and to reject the full burden of self-hate and failure when that relationship gets into trouble, as it inevitably does. In the late 1980s he has a right to expect a genuine partnership based on an absence of blaming and condemning. He no longer needs to hear how unloving and selfish he is. He needs instead to be affirmed for his best efforts, even when he fails.

A father may clash with his wife over child-rearing philosophy if he tries to take an active role in raising his children—but if he tries

Further, he needs images that give him permission to nurture and place special value and emphasis on creating a network of supportive friendships, male and female, not based on rituals of bravado, but on acts of concern and caring—without his being seen as adolescent, weak or unmanly as a result.

Men are also ready for images that make them feel good for putting a priority on the parenting role, and the sustained, *everyday* bonding process with their children. This bond is something that will nurture him, help him grow and to survive personal crises. This parent-bond *cannot* be achieved at a distance by symbolic masculine acts of *doing for* or supplying material support.

Finally, he requires health images that

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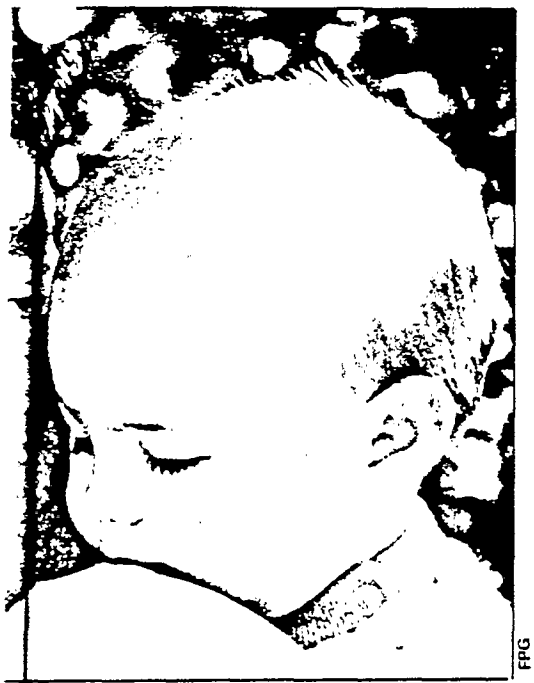

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to stay out of the picture, he may also be resented for being a passive uninvolved father. This dilemma is known as *The Child-Rearing Bind.*

encourage him to listen to, recognize, and respond to physical needs and body cues and not simply engage in macho rituals of compulsive exercise.

The marketing person who grasps the fragile nature of the masculine psyche, and the ways that women have alternatives for self-care not allowed for men, will find many responsive and grateful men. The survival days of the one-dimensional masculine performer/producer/achiever/competitor are numbered. Men cannot continue to be drained by the pressure to be it all. Strong marketing appeals will support his development without making him seem weak.

Valuing himself as a person, not just a worker and achiever, for "being" as well as for "performing," will not just be a tremendous service the American male. It will open new advertising horizons while appeals to performing, competing, and being everything will find a steadily diminishing male audience.

Herb Goldberg is the author of The Hazards of Being Male, The New Male, The Male/Female Relationship, *and* The Inner Male, *all published by the New American Library.*

portion of his deepest identification. He does this through a defense psychologists call reaction formation, a form of going to the opposite extreme. This results in a macho style of relating—the supermale posture. The price is rigid, overcontrolling of emotions and a denial of a part of himself.

Either way he loses: *If he is in touch with and expressive of his feminine component he may be subject to great feelings of anxiety and humiliation. If he successfully manages to repress, disown, and deny this critical part of himself he will have to live as an incomplete person, alienated from an important part of himself and consequently susceptible to emotional and interpersonal rigidity and numerous psychological and psychophysiological problems that result from this repression.*

The Kinetic Bind

As a young boy he will be encouraged and praised for being movement-oriented, active, boisterous, playful and for using his physical strength and agility. That will define him as a "real boy." However, in order to be successful in school and later on in the professional white collar, middle-class occupations he will have to repress that physicalness. Perhaps he will begin to smoke, drink coffee constantly, use alcohol or stuff himself with food in order to distract and numb himself sufficiently so that being confined and caged will be more tolerable.

Either way he loses: *If he stays in touch with and is expressive of his need to be physically active and to move and use his body he may be less successful in school and at work. He will be seen as "restless," a behavior problem, poorly disciplined, hyperactive, maladjusted, etc. On the other hand, if he becomes comfortably able to conform, it will probably be at the price of denying the existence and needs of his body. As a result he will tend to become a prototype of the typical middle-aged male who has manifested a drastic physical decline in a relatively short period of time after his youth.*

The Companionship Bind

As a boy, the male will be encouraged to play primarily with other boys. He is constantly being urged to participate in and enjoy "masculine" activities, to shun "playing house," playing with dolls, and staying indoors engaging in passive, docile games. He will be a source of great concern and anxiety to his parents if he enjoys, or worse still prefers the company of females. However, as he grows into maturity and becomes an adult male the exact opposite expectation is placed on him. If he prefers or even seems to enjoy too much the companionship of other males he will be considered immature, possibly homosexual. Instead, particularly as a married male, he must learn to enjoy "playing house," having his wife as his primary companion and friend.

Either way he loses: *As an adult male, if he behaves in a way that is continuous with his early experiences, he will be seen as immature, rejecting, hostile to women, latently homosexual, or a male chauvinist—particularly if he is married. If he behaves in the way that is expected of him, he will be doing it at the price of denying himself an intrinsic source of pleasure. He often will feel unexpectedly and with no obvious reason resentful, bored, and frustrated. Eventually, he may arrive at a typically male passive-aggressive solution. That is, he won't do the things he really wants to do, but he also won't really get into and fully enjoy activities with his woman. Instead, he'll function in a relatively detached, passive manner, sitting at home or elsewhere and doing nothing. He won't please himself, but he won't please his woman either.*

Source: *The Hazards of Being Male* by Herb Goldberg, New Press, N.Y.

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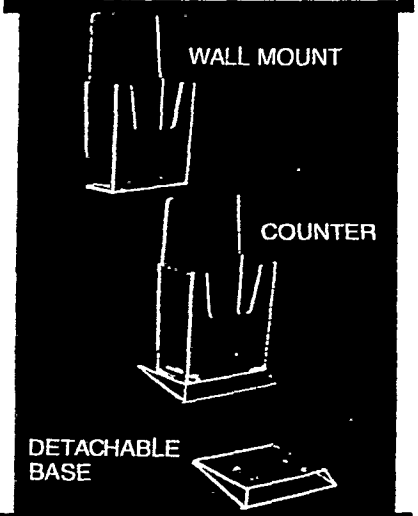

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The Child-Rearing Bind

If as a father he is heavily involved with his family and tries to take an active part in rearing the children he may clash with his wife over child-rearing philosophy and attitudes. He will be resented for interfering, for not backing up his wife, and for creating dissension. If he lays back, largely staying out of the picture, and tries not to interfere, thereby allowing his wife to be the principle authority in child-rearing, he may be resented for being a passive, uninvolved father and his influence in the family and the depth of his relationship with his children will steadily diminish.

Either way he loses: *If he tries to involve himself heavily in the child rearing he may be resented for having a divisive influence. If he tries to stay out of the picture he may be resented for being a passive, uninvolved father.*

The Hero-Image Bind

As a growing boy the male will be indoctrinated with the notion of "hero," the epitome of masculine behavior. This entails the willingness on his part to take hazardous risks and to accept challenges to his masculinity even when doing so may result in injury to himself. Behaving "courageously" often means denying instinctive fear and plunging into unnecessarily dangerous situations to prove himself. To validate himself as a male, therefore, he may engage in hazardous, potentially self-destructive behavior.

Either way he loses: *If he accepts the challenge, assumes the risks, confronts dangers head on, he is very likely eventually to engage in behavior injurious to himself. If he resists or runs away from the challenges he encounters the revulsion and accusation of other young males, particularly peers who will label him "coward," "chicken-shit," and that will have a devastating impact on his self-image.*

The Identity Bind

At work, if he is success and achievement-oriented, he will develop a style of being dominant, aggressive, emotionally controlled and detached. At home with his family, however, he will try to be tender, empathetic, sensitive, selfless, warm, and caring.

Either way he loses: *If he tries to be an emotionally integrated, unified, whole person, he will either be too soft at work or too harsh at home. If he tries to be all things to all people, the aggressor at work and the lover at home, he will have to split up his personality, controlling and monitoring his responses in each setting and paying the price of being overly controlled and only partially himself in both settings.*

The Feeling Bind

Throughout his life, if he expresses his feelings openly and readily cries, screams, behaves sensually, etc., he may be viewed as "unstable" or "neurotic." If he controls his feelings carefully he will inevitably become guarded, hidden, and emotionally unknown to himself and others and viewed as "cold" and even hostile.

Either way he loses: *If he lets it all hang out, he is considered to be immature and to lack self-control. If he contains his emotions he's considered secretive, distant and overly self-controlled.*

Source: ***The Hazards of Being Male*** **by Herb Goldberg, New Press, N.Y.**

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MEN

The American Male

The new and improved 1985 model is still searching for roles beyond macho and answers beyond tradition.

Little more than a generation ago, life was far simpler for the American male. More often than not, he was family patriarch and breadwinner. His wife catered to his needs and raised his children. His word around the home was law.

Not any more. As a result of the women's revolution and economic pressures, men today face a world in which macho no longer is enough. The new and improved 1985 model of the male is expected to share in breadwinning and child rearing and be both tender and tough.

Where once independence and aloofness were desirable, now openness, sensitivity and intimacy are prized. The shift in society's cultural icons tells the story. John Wayne and Humphrey Bogart have been replaced by Dustin Hoffman and Robert Redford. Even the modern tough guy Clint Eastwood displays a new sensitivity on the screen in "Tightrope" as the divorced father of two.

But change in real life is far more complicated than in the movies, especially when men have few clear role models to follow. Many struggle to blend vestiges of traditional masculinity with what are regarded as softer, or feminine, traits. "Men are confused and searching for their identity," says Mathilda Canter, a psychologist in Phoenix. Experts point to signs of the confusion: The wave of androgyny in popular culture in the persons of Boy George and Michael Jackson, and the trend toward young males' wearing earrings.

Forget the stereotypes of the vulnerable female and the confident man. Some psychologists report that today more men seek help than do women. "By and large, women are more sure of where they are and where they are going," says New York psychologist Herbert Freudenberger.

Changing rules. Males in their 30s and 40s—"the transitional generation"—have suffered the most. "Many of them married with one set of rules and now feel that the rules have changed," says Graham Spanier, a sociologist at the State University of New York at Stony Brook. Some of their marriages end up in shambles. Even those whose marriages are intact struggle with the shift in values.

Men in their 50s and 60s also have a hard time coping on occasion. Some reach the verge of retirement only to find that their wives have decided they want to go to work. Psychologist Canter tells of a 57-year-old man who initially supported his wife's desire to get a job. But when she was promoted from office worker to a management post and began to travel, his world started to crumble.

Only men in their 20s, who came of age after society began to assimilate a decade of social upheaval, seem to take matters in stride. But they have other problems in an era when the rules of courting are unclear. They often are unsure of how to treat single women and are more cautious about marriage. Result: A bachelor boom. The proportion of men between ages 25 and 29 who are single soared from 23 to 38 percent between 1960 and 1984.

Psychologists say some men respond to the current confusion by fleeing commitment and rejecting pressure from women to be more open. Others take refuge in what has been dubbed "the new macho," convinced that women still want a traditional man, even though they say otherwise. Fearful of being branded "wimps," they contend that real men don't eat *quiche* or change diapers but instead swig beer and smoke cigars. Recent films such as "Cloak and Dagger," in which boys learn to be men by shooting to kill, are indicative of macho's return, says Peter Biskind, editor of *American Film* magazine.

Reagan's role. Sociologist Michael Kimmel of Rutgers University links the popularity of macho to Ronald Reagan, who talks of "strength rather than compassion." Kimmel draws a parallel with the late 19th century when there was also "tremendous concern about men becoming soft." That crisis of masculinity, says Kimmel, was resolved by the entry of Roughrider Teddy Roosevelt into the White House and the founding of the Boy Scouts.

But experts agree that macho's rise is really only a blip in a long-term trend toward change. They say it is impossible for men to return to the old ways in a society in which more than half of all married women and about 65 percent of younger wives are in the labor force.

Studies show that, slowly and sometimes painfully, men are adjusting. The Institute for Social Research at the University of Michigan found that between 1965 and 1981 men in the 25-to-44-year age group increased the amount of time they devoted to housework by 20 percent. Many now take a major role in their children's lives from the day of birth. A survey by Levi Strauss & Company found that 4 out of 5 fathers are present in the delivery room as compared with only 27 percent a decade earlier. The study also found that most fathers now change diapers. Anxious to excel in their new roles, some are enrolling in fathering courses that are burgeoning nationally.

Divorced men get involved, too. Boston University psychologist Ron Levant, who teaches a course for fathers of school-age children, says about half the men enrolled are separated or divorced fathers, many with joint custody.

All of these changes have caught the eyes of advertisers. "They recognize that men are involved in the home in ways that were unheard of 10 years ago," says Alice Goldberg, director of research services for Benton & Bowles, a New York advertising agency. Now, diaper ads show men holding the baby, and a toothpaste ad has the father brushing the child's teeth.

In some ways, says Tufts University historian Donald Bell, the current shift marks a return to America's agrari-

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ALAN LEVENSON FOR USN&WR

More men are taking classes in fathering and working as volunteers in their children's day-care centers.

an past, when "there was much sharing of work, emotional roles and child rearing."

Just as many working women strive to be "Supermom," more fathers also try to be "Superdad" in seeking to balance the often conflicting demands of home and job. But that's harder to do than in preindustrial America because job and home are in different places. Samuel Osherson, a Harvard University psychologist, cites a financial analyst who was on the verge of becoming a partner in his firm. His boss wanted him to work 60 hours a week, while his wife wanted more family time. "He tried to satisfy both without great success," says Osherson.

Many men complain that, like women, they are trapped by society's strictures. To loosen their bonds, they band together in organizations that are male counterparts of the women's movement. Some provide men with emotional support in times of stress, a development that psychologists applaud. Others such as Fathers United for Equal Rights are politically oriented and push for changes in divorce and custody statutes. Many organizations also advocate paternity leave for new fathers—as women have maternity leave—and more-flexible work hours to give men freedom to meet family responsibilities. What all these groups share is a desire to have society accept men in a wider range of roles. "The motto of the movement is be yourself," says Dan Logan, who heads a Washington, D.C., organization called Free Men.

Other signs of men's growing self-awareness: Courses in men's studies are springing up in universities, and the *New York Times Magazine* now has a regular column called "About Men."

Out of all the turmoil, say experts, ultimately will emerge a less rigid definition of masculinity that allows men to be comfortable with whatever paths they select. That switch, as the following profiles show, already is under way. Over time, much of the conflict that now buffets relations between the sexes will diminish. "The problems will gradually iron themselves out," says University of Vermont psychologist Phyllis Bronstein. "We're at the awkward stage right now."

Dishpan Dad

PLEASANT HILL, Calif.

Ten times each week, "house daddy" Frank Senor sorts the laundry under the stern gaze of his wife's grandparents, who stare at him in seeming contempt from a tinted photograph near the washer.

Neither his mustachioed father-in-law nor his own father, both old-country Italians, would approve. "My father would say: 'What kind of man are you?' and he'd accuse me of letting my wife run me," says Senor.

Senor's life started along traditional lines. For eight years, he was a graphic designer for Caterpillar Tractor and left housework to his wife Nancy, 35. "This was a man who never did a thing, never lifted a finger to do housework. He was a macho, chauvinist Italian," she recalls.

Those old-fashioned attitudes were homegrown. Senor's mother did everything around the house. He remembers her, sick with the flu, interrupting herself while serving dinner to run to the bathroom. Frank and his father sat and waited for her to return. They didn't serve themselves; that was Mother's work.

Now, there's no such thing as woman's work and man's work in the Senors' suburban San Francisco home.

Senor's world was transformed three years ago when Caterpillar closed its Bay Area office. Disillusioned with working for a corporation, he decided to start Frank Senor Graphics at home. At the same time, Nancy was growing restless with "diapers in one room and rock-and-roll music in another." She began working in a dental office and later found her present job as a hospital receptionist.

A meal of words. Tired of housework left undone with Nancy employed and convinced he could do a better job at it than she, Senor began running the house while operating his business. In the old days, he would tell Nancy: "If I were home and you went to work, I'd be done by 10 a.m. and have the rest of the day." Senor, 39, long since has eaten those words, and the graphics business has taken second priority to home and family.

Although his wife still does half the cooking, Senor does

DON SNYDER FOR USN&WR

Woman's work? There's no such thing for suburban "house daddy" Frank Senor, who watches over his four children.

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The life of divorced father Ron Carlson is one of constant goodbyes to son, Brian, who comes to visit regularly.

the laundry and some of the cleaning. His biggest task is keeping track of the children—three boys and a girl ages 6 to 16. All four youngsters leave the house by 8 a.m. Sometimes, he has to deliver them to school or pick them up, and other times they get rides from, in his words, "other ladies" in the car pool.

Not always a joking matter. There was a time when Senor couldn't joke so easily. At first he rebelled against being called "house daddy." Now, he good-naturedly accepts the label "Mr. Mom."

Still, most of his male friends tell Senor they have never entertained the thought of staying at home. Nor are they interested in hearing about it. One friend recently left a message on Senor's business-telephone recorder: "Where the hell are you? Scrubbing floors or washing walls?"

"I'm definitely not gaining friends with men," Senor admits. But he insists that "I don't think it's made me any less a man. I still remember my motorcycling days and boxing with my father."

More positive are the reactions of most women. Senor says he can relate more easily to women now that he understands what they go through. He tells Nancy's friends: "Every married man should experience staying home for a few months."

Nancy applauds his decision to do "woman's work." Says she: "I did it for 15 years. Now, it's his turn." The children note that he always has been a tough disciplinarian. Says 16-year-old Louie, "Nothing's really changed except that he's at home more often."

Senor's own reaction is one mostly of satisfaction, though the arguing and "babbling" among the kids are things he had to get used to. "A woman has a built-in mothering instinct," he says. "A man has to work at it a little more. Most men don't have the loving, cuddling thing built in. You have to let your guard down."

In the short run, few experts expect many fathers to follow Senor's example and become homemakers. In most cases, the man still commands higher pay, and it is "more rational to have the person that makes more money in the labor force," says UCLA psychologist Anne Peplau.

But eventually, sociologists expect to see more men staying at home. David Heer, a sociologist at the University of Southern California, predicts a "marriage squeeze" for men who were born in the 1960s when birth rates were low. With the continuing success of working women and with fewer young women to marry, he says some will wed older career women and become house husbands.

Senor, content for now with his role, doesn't see it as a permanent arrangement. As his children grow older, he expects to devote more time to his graphics work. "I'm a doer," he says. "And right now, I'm way behind on throwing in the second load of laundry."

Surviving Divorce

BOSTON

The unraveling of Ron Carlson's marriage offers a uniquely 1980s twist to the old tale of the husband leaving the wife after she has labored to put him through college.

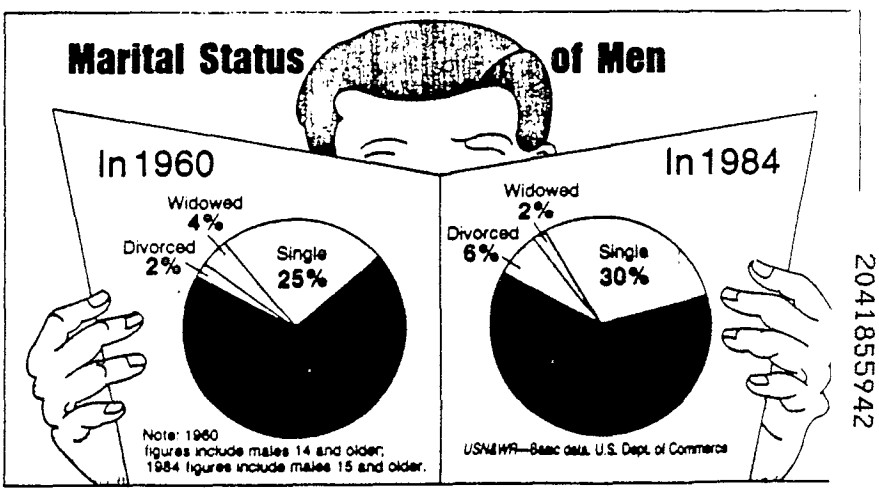
In Carlson's case, tradition was turned on its head. His marriage began to crumble after his wife finished optometry school. "I spent 13 years with her and put her through school. Then, she told me to get lost," recalls Carlson.

An increasing number of men find themselves in similar situations as more women gain financial independence and opt to end troubled marriages. In fact, at the time of the breakup, Carlson's wife was earning about twice as much as he was. As is typical in divorces, his wife got custody of their son and possession of their suburban home.

Carlson then went through an emotionally searing period, an experience shared by many of the nation's 4.9 million divorced men—a population that has grown by more than 700 percent since 1940. With his worldly goods limited to a bed, two bureaus, a lamp and some pots and pans, he moved six times in two years, changed jobs and lived on unemployment for four months. "I felt abandoned," he says. "My whole world had turned upside down. I was a basket case."

Three years later, he is finally beginning to create a new life at age 42. Though a psychologist by training, Carlson now works as property manager of a condominium complex and lives in a rented town house. "I'm picking up the pieces, but there are still a lot of loose ends," he says.

Throughout his travails, he maintained contact with his



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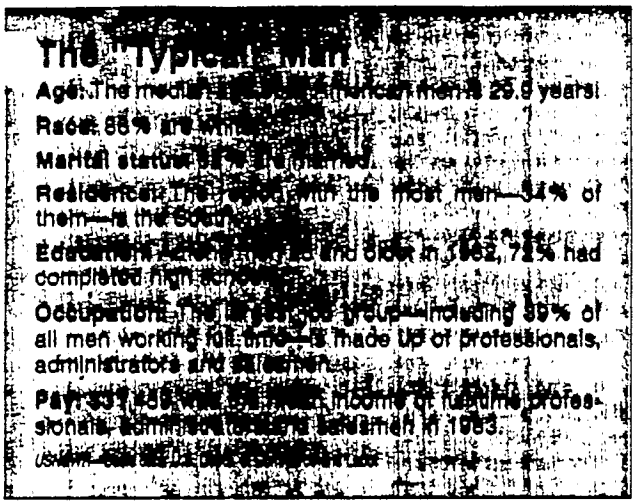

son, Brian, now 14. He sees the boy one night a week and every other weekend. His town house, which he is slowly filling with furniture, is a short distance from where his ex-wife and son reside. On a typical weekend, Carlson and Brian rent a film to watch on the videocassette recorder, do chores and enjoy camping and other outdoor activities. During their weekday get-togethers, they have dinner, talk and watch "M*A*S*H" reruns before Brian goes back to his mother.

Even now, Carlson worries about the impact of the breakup on his son. "He still doesn't understand why we're ɔrced," he explains.

hough he enjoys the freedom he has when Brian is not around, Carlson says that "there are times when I wish I could have him all the time. He is someone I could come home to and talk with."

Many divorced fathers don't see their children nearly as often as Carlson. A study by University of Pennsylvania sociologist Frank Furstenberg found that just over half of divorced fathers have had no contact with their children for at least a year. Only 16 percent see their youngsters at least weekly. In addition, about half fail to keep up with child-support payments, a key reason why women generally fare much worse financially than men after a divorce.

"Two things happen to many men after divorce," says Johns Hopkins University sociologist Andrew Cherlin. "They hardly see their children, and they don't pay for them."

Pain of saying goodbye. Some analysts offer a different interpretation of the behavior of these fathers. Psychologist Judith Wallerstein, director of the California Children of Divorce Project, says that "few people appreciate what a difficult, painful role it is for men to be visiting fathers." She says that many men break ties with their children not because they are disinterested but because of the emotional pain they suffer from "coming in on a wing and a prayer and then having to say goodbye."

Alan Lebow, a Detroit man who is executive director of Fathers for Equal Rights of America, argues that "many men are driven out of the lives of their children by a legal system that treats men as a wallet and not as a human being."

ɔcreasingly, divorced fathers are fighting more aggressively for custody. Still, close to 90 percent of youngsters involved in divorces end up with their mothers. At one point, Carlson contemplated a fight for Brian, whom he feels he nurtured more than his wife did, but his attorney told him that he stood no chance because, for a time, his employment had been erratic.

Besides taking more interest in their children, divorced men are showing greater independence. In the past, they often would rush into new marriages. But now few see the need for a formal tie. Others are more demanding about what they want in a partner. They seek women who can stand on their own feet financially in order to avoid the burden of alimony payments in the event of another bad marriage.

In a world where the relations between men and women are in flux, Carlson's view about the balance that should exist between the sexes is markedly different from what it was before his marriage dissolved. "I used to think that you had to give 80 percent," he says. "Now, I think it should be 50-50."

The Singles Scene

DENVER

For a man, the trickiest part of a date used to be picking the right moment for a kiss. Now, says Ken Salazar, it can be deciding who picks up the check after dinner.

Where the rules once were clear that the man paid, "now, some women resent the offer," says Salazar, 29, a civil-rights and natural-resources lawyer. Meeting a new woman brings "initial confusion about whether she abides by traditional rules or the more modern rules."

That confusion is a common experience for single men today as society "muddles through" the transition from the "old pattern of 'Me Tarzan, you Jane' to more of a question mark," reports sociologist Ronald Matson of Wichita State University. The state of affairs reflects the powerful influence of feminism, greater economic opportunity for females and the sexual liberation that modern birth control has brought to women.

But these explanations are little help to men such as Salazar as they try to chart the do's and don'ts of courtship. The issue of money, for example, goes far beyond the dinner check. Salazar for a time dated a woman in another city. It took a while to sort out who would pay what for their rendezvous. Finally, they agreed that each "would

Who picks up the check, once a simple matter, now poses uncertainties for single men such as Rob Richards.

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"Male Bonding Persists More in Fantasy Than in Real Life"

Lionel Tiger, a professor of anthropology at Rutgers University, is the author of Men in Groups.

Q. Professor Tiger, are men today still inclined to band together in groups—a process you call bonding?

A. Bonding, which dates back to the time when men formed bands to hunt and to defend their communities, is on the decline. The movement of women into the work force in massive numbers, the shifts in relations between men and women, and legal constraints make it harder to maintain all-male preserves. Even the all-male poker game is on the decline. What's happened in the past 15 years is no less than revolutionary because it has forced major shifts in how men and women work out their roles. I can't think of any other time in history when society tried so hard to achieve—by force of law, if necessary—a mix of people by gender.

Q. Where does that leave the concept of bonding?

A. My theory tried to account for the origin of what was a pervasive and extensive antifemale tradition among men throughout the world. To simply assume that men didn't like women and thus kept them out of virtually every important institution in the world is to assume too much of a conspiracy and to ignore some of the realities which made the sexual division of labor useful. But now it is no longer possible to bond the way it was before—a change I applaud, by the way.

Bonding was a way for males to maintain their fragile sense of masculinity. When you went into the clubhouse or to play poker or down to the bar, it was unquestioned that you were an effective male. If you can no longer rely on those old structural supports, then you have to create your maleness anew each day. That puts a lot of pressure on people. The opinion and high regard of other men may still be important to males, but they may no longer understand quite what forms it can take or how to achieve it.

Q. Does male bonding persist in any form?

A. It persists more in fantasy than in real life—and yet I suspect that this pattern maintains a quiet, subtle hold. Men get up at 4 o'clock to go hunting together. At sporting events, male fans project these feelings of wanting to join together onto the ballplayers. In the fantasy realm, such as TV ads, we see a male go off to a new job and then at night go to the local pub, where he is accepted as one of the crowd by new co-workers. You can almost sense the tears in the living rooms of America. You don't get that kind of intensity in ads for women. I suspect that what we see in sports and in beer ads reflects a wish for this continued male connection.

"Sports reflects a wish for continued male connection."

Late in the evening, Patty and B Mahlstedt talk about their busy day.

pay half the cost of whatever it took for us to get together."

It used to be, too, that the man initiated contact, while the woman simply sat by the phone. But in the enlightened 1980s, it's not unheard of for women to make the first move. Most men welcome this trend because it is flattering and it takes pressure off. Still, one study found that men have a heightened expectation of sex if a woman initiates the date. Even if they don't feel that way, confusion can ensue.

Salazar once accepted an invitation to escort a woman to a social function. "I accepted on the assumption that I was simply going to be an escort, but she saw it more as a dating situation and had other expectations," he recalls. "It caused a lot of consternation."

Each new date can pose a series of thorny questions for a man and a woman. How do they see sex roles in relationships? Does one believe in a traditional, male-dominated relationship and the other in a completely egalitarian arrangement? Something in between?

While Salazar believes a woman should be equal in any relationship, he admits to occasionally falling back into stereotyped behavior. For instance, after a meal with a girlfriend, he sometimes catches himself thinking that it's O.K. to watch television rather than help do the dishes. "There's a real tension between what we consider to be the enlightened position in male-female relationships and what we've been taught traditionally," he notes.

Confounding the issue are the complex attitudes of women about men. "Women are looking for a combination of gentleness, consideration and caring, but also for someone who is different, someone who thinks and cares about the world around them and someone who isn't egocentric," says Salazar. Yet many men find that women aren't responding to their soft, sensitive side as readily as they expected, reports Lillian Rubin, a psychologist and author of *Intimate Strangers*.

Just as bewildering to some men are swings in female attitudes about sex. In the 1960s and '70s, women displayed their independence by being sexually adventurous. Now, many women are turning back to more-traditional relationships. "They regret some of their actions," says Rob Richards, 30, a Denver sales engineer. Yet, he adds, "men are still conditioned to jump into bed and ask names later."

Singles bars are out. Both Richards and Salazar reject the singles-bar scene. "It's the phoniest part of the dating game," says Richards. "What you're looking for there is visual impact. It's a showplace where there's little interaction other than physical perception."

Shifting attitudes toward sex aren't the only complication. Jobs often get in the way of romance. Richards recalls telling a woman who asked him out that he would call her back after a business trip. He was gone for four weeks. "She probably thought I was putting her off," he says. Richards, who spends the majority of his time on the road, also has to remind himself that busy professional women can't be expected to drop everything for a date. "I have the selfish attitude that when

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I'm home, I want the woman to be free for me, but I know intellectually that I can't make those demands."

Salazar, who spends about 60 hours weekly at the office and 20 hours more on public commitments, often tries to combine dating with civic activities, such as taking a woman friend to a service-group dinner. Such duties—be they a directorship of a public radio station or Democratic Party politics—often provide the best opportunities for meeting women, says the young attorney.

Despite the new confusions, single men such as Salazar and Richards are adjusting to the modern woman. They have to if they want to date.

Two-Career Crunch

HOUSTON

At about 10:30 each evening, Bob Mahlstedt and wife Patty finally get a chance to sit down in their den and dissect the day. It's the only way to keep from making mistakes in managing two careers while raising three children.

"If we didn't communicate, we couldn't do it," says Bob, 43, marketing director of an oil-field-equipment firm.

While many executives start their days with high-level meetings, Bob sometimes begins his as a volunteer at a preschool that his 3-year-old daughter attends.

If one of the children gets sick at school and Patty, a psychologist, is with a patient, her answering service calls Bob's secretary to locate him. On the two evenings a week when Patty keeps office hours, Bob is at home to help the children with schoolwork.

The couple has been sharing parenting responsibilities ever since their first child was born eight years ago when both were in graduate school.

Bob had quit a traveling job to get an advanced degree in marketing, and Patty had left teaching to begin working on a doctorate in psychology. "We just began dividing duties," recalls Bob. "The roles just evolved—because they sure weren't planned."

The Mahlstedts are typical of two-career families who now account for 52 percent of all married couples, up from 39 percent in 1970. "Traditionally, what used to give men meaning in their lives was their jobs," says Patty. "Now, they are allowed to profit from their families."

Good feelings about marriage. Researchers Philip and Carolyn Cowan at the University of California at Berkeley have found that men who are more involved in raising their young children feel better about both themselves and their marriages. Their wives feel better about the marriages, too, even if their spouses are more likely to opt for fun tasks such as taking a child to the movies than chores such as giving a toddler a bath.

Still, juggling diverse responsibilities is no easier for fathers than it is for mothers. "There is a lot of jury-rigging of schedules," says Bob, who admits to fumbling the ball from time to time. His worst error: Forgetting to pick up his 5-year-old son at school. "The pressure of business can be such that you are on overload and make mistakes," he explains. "And in more cases than not it's the family tasks that don't get done."

Bob dares not slack off on his job at a time when layoffs are widespread in the oil industry. In his own firm, the corporate ranks have shrunk from 200 to 35. "My company gets its pound of flesh," he says. "It's just not from 8 to 5." Most nights, Bob puts in at least 2 hours on office-related work after the children have gone to bed.

Robert Helmreich, professor of psychology at the University of Texas, says that some men in Bob's situation find that role sharing can be quite costly. "People are going to pay some professional price. Organizations expect from both men and women the conventional full-time commitment," says Helmreich.

Putting roots deeper. Men who are married to women who have successful careers also tend to be more reluctant to pull up stakes and move, a shift in sentiment that is being felt by the nation's corporations. "More people consider lifestyle far more important than they did 15 years ago," says David Smith, managing director of Korn/Ferry International, an executive-recruitment firm. "The search process is much tougher."

Sometimes, Bob wonders where he would be today had his priorities been different. "There's probably a portion of me that wishes I had been able to be president of a large corporation or succeed more from a business standpoint," he says. "But I've come to grips with that. There are other important things, like family and freedom."

There's solace, too, in the extra income a professional wife brings home. Nationally, the two-income home had a median income of $32,107 in 1983, while households in which the wife had no outside job earned a median of $21,890. The Mahlstedt family does much better than the norm, and that has relieved the marketing executive of a lot of pressure. Says Bob: "Having two incomes has given me a sense of freedom. I am more relaxed and creative rather than having to look over my shoulder and wonder how I am going to pay the mortgage."

Taking Charge

POOLESVILLE, Md.

When math teacher Robert Long suddenly found himself a single father of two boys, he had little time to ponder his fate. There simply was too much to be done: Arranging day care, cooking meals and washing clothes while balancing the demands of a full-time job.

"I did a lot more doing than thinking," recalls Long, 39, who seven years after his divorce still maintains a dawn-to-midnight schedule.

That frantic life is becoming familiar to growing numbers of men. Nearly 800,000 men were single parents in 1984, more than double the number a decade ago. Behind the growth: Changing social attitudes, greater opportunity for women to pick career over family and slightly less reluctance by courts to turn over children to fathers.

When his marriage ended in 1978, Long and his wife decided he would have custody of Bobby, 5, and Jeff, 3. Two

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For Robert Long, custody means leaving work to take his child to the dentist.

years later, Jeff went to live with his mother. In summer, the parents switch children. But last year, parents and boys agreed they wanted a change in permanent living arrangements. So Jeff, now an 11-year-old fifth grader with a passion for collecting baseball and football cards, moved in with his dad. "We've mixed the kids up every which way you can," says Long.

Most stress comes in balancing family and job. The scales in cases such as Long's often tip toward compromise at work—adjusting schedules, avoiding overtime or reducing travel, says Geoffrey Greif, author of *Single Fathers*. Some 30 percent of 1,136 divorced or separated fathers with custody of children told Greif that they quit, were fired or had to make drastic changes in their work situations.

For Long, family duties meant he couldn't hang around after school for informal sessions with students. Often he had to scramble to come up with baby-sitters so he could attend contests with the rifle team he coached.

Still, Long has been luckier than many single dads. Last year, he was promoted to chairman of the math department at the private school where he teaches in Bethesda, Md., a Washington, D.C., suburb.

Planning for emergencies. Most worrisome is travel between job and home—23 miles, or 35 minutes. "It's a little scary realizing that, if there is an emergency, you can't be there right away," says Long. He works out his school schedule to permit a free period before or after lunch, giving himself a 2-hour break if needed to dash back to Poolesville for doctor appointments.

Single fathers have "very little flexibility to meet small emergencies," reports Richard Stevenson, Jr., a psychologist in Larchmont, N.Y. A breakdown in a car-pool arrangement can mushroom into a major emergency, he notes.

Long has found his neighbors more than willing to lend a helping hand, but "I worked very hard to build up some credits. That meant things like having their children over at my home more often than my kids were at theirs."

Single-parenting responsibilities usually spell doom for hobbies. Long gave up target-shooting competition, which won him a statewide title in 1975. Building a new social life is another challenge. "A lot of men severely curtail their social life because they don't want to confuse the children any more than they already have been by the breakup," says Greif, assistant professor of social work at the University of Maryland.

Having been married for 10 years, Long had to "learn the rules of dating all over again."

He found that some women were wary of single fathers. In addition, he normally has free time to date only every other weekend since his ex-wife and he alternate taking both boys on weekends.

The answer for Long is dating single mothers, women he has met through membership in Parents Without Partners, an organization for single, separated, divorced and widowed parents with 200,000 members in North America. His talks with women on dates have confirmed the findings of the experts: The frustrations and joys of single parenting are about the same for men and women.

Still, Long believes the advantages of his situation far outweigh the troubles: "I'm watching my own children change and grow—and there's nothing that can top that."

Exit "Mailman," Enter "Paperperson"

Just as man's dominance in society is on the wane, so, too, is his domination of the language. Words that seem to favor males are coming under strong challenge from feminists and others who argue that the language should be more egalitarian. The upshot: Major changes.

The shift not only seems to be permanent but has occurred with surprising speed, says linguist Stuart Berg Flexner, editor in chief of the Random House dictionaries. Among the examples he cites—

Newspaper style manuals say that neutral words such as *mail carrier* and *firefighter* are preferable to sexually specific words such as *fireman* and *mailman*.

Where the pronoun *he* once was used as if it embraced every human, now it often is used in tandem with the word *she*. Some academic journals even switch back and forth to assure evenhandedness.

The plural *they* is relied on more and more to avoid the pronoun *he*, even when this leads to incorrect grammar as in, "Each student will bring their book."

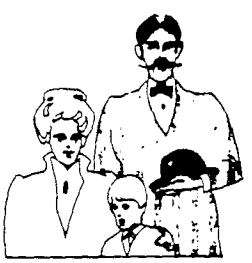
In the political world, *chairperson* or simply *chair* often is substituted for *chairman* because political parties want to make sure that they don't offend. It's the same in commerce, where *businessman* has given way to *business person, executive* or *manager*.

Words that set women in a particular field apart from men, such as *aviatrix* and *poetess*, are on the decline as are phrases such as *woman tennis player* and *woman doctor*. Instead, *doctor, tennis player* and *aviator* are used without regard to sex.

College catalogs are under attack for including the words *mankind* and *manpower* in course descriptions.

Some churches are revamping prayers and Biblical texts that traditionally have used absolutely masculine terms to describe God.

Just how sensitive has society become to sexist language? It starts with the very young, notes Flexner, who reports that the preteen girl who delivers his newspaper refers to herself as a "paperperson."



The Old Ways

EVANSTON, Ill.

Gilbert Bailey envisioned a traditional family when he married his high-school sweetheart in 1969. "She was going to be the homemaker and I was going to be the breadwinner," he recalls.

Though life didn't turn out precisely according to plan, Bailey's marriage is quite traditional—at least by the standards of most American couples in their 30s.

Wife Nancy stayed at home for three years after their first child was born in 1970, and when a second youngster came along in 1977, she gave up her job with the Evanston School District to return to homemaking. Her reasoning: A mother's place is with her children. "I guess I'm traditional

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that way," she says. "Kids need you during their formative years."

Although the majority of women with small children now remain in the work force, some follow the same course Nancy did and give up their jobs entirely. New York sociologist Graham Spanier says that trend shows up primarily in middle and upper-income families where economic survival does not require two wage earners. Still, regardless of income group, many women return to the work force after the youngest child enters school.

In the case of the Bailey family, Nancy soon found a way to earn some extra income while staying at home. Like many full-time mothers, she began to baby-sit for working mothers in her neighborhood. "My friends said: 'We know how you love children and you are good with them. Would you take care of ours?' " she recalls. Nancy's earnings help supplement Gilbert's income as director of business and operational services at Olive-Harvey College on Chicago's South Side.

At wife's insistence. The family is not so traditional that Gilbert only brings in a paycheck. Like most husbands in two-career marriages, he helps with the housework and takes the kids on museum trips and other outings on weekends. His wife insists on it. "I think most fathers spend more time with their kids these days," he says, adding that his own father was around, "but in terms of child rearing, I don't remember him doing much."

However, Gilbert confesses that he is not totally comfortable with the role of the modern male and is perplexed over what to do about old, ingrained customs, such as opening doors for women and giving up bus seats to them. He adds: "Another thing that bothers me is when ladies get hung up on sex roles. If a secretary says that getting coffee isn't part of her job description, that's ridiculous. I'd get a cup for her."

Like so many men grappling with the changing social order of the '80s, Gilbert tiptoes around the notion that the new male must be sensitive and more open emotionally. "I keep a lot of things bottled up," he admits. "Nancy says that's bad. She wants me to share, share, share. But I'm not like that. I have to work things out for myself." □

By ALVIN P SANOFF, STEVE L. HAWKINS, GORDON WITKIN, SARAH PETERSON, STEVE HUNTLEY and MICHAEL BOSC with MAUREEN WALSH of the Economic Unit

Gilbert Bailey spends more time on family outings to museums and elsewhere than traditionalists in earlier generations.

The Ideal Man—What Women Look For

Lucia Gilbert is associate professor of educational psychology at the University of Texas at Austin and author of a new book, Men in Dual-Career Families.

A woman's sense of self in today's world is defined less and less in terms of a man. Women put less value on what a man can provide, such as money or power, because they can now meet a lot of those needs themselves. This is hard for many men to accept because they view money and power as enhancing their maleness and sexuality.

So what do women want from men? One can never speak for all women, but, generally, they want someone who will value them as independent, functioning people who can fend for themselves. They want to be viewed as individuals, not simply as females. Women also want to be listened to, not interrupted or patted on the head. But it's hard to find a man who prizes a self-confident woman and is not threatened by her.

Women also are looking for a man who doesn't define himself in terms of dominance over them and who recognizes his dependence on women instead of viewing only the woman as dependent. Both sexes have dependency needs. Women want a man who recognizes how sexism and sexual stereotyping are oppressive for both sexes and does not appeal to sexism or power over women to get positive regard from other men. An example of that is Vice President Bush's comment about "kicking ass" after the debate with Geraldine Ferraro. Sometimes men brag about success with women as a way to build themselves up.

Many women feel that they have changed more than men. They say that it is very hard for men to alter their self-concept to the point where they are comfortable with a woman who is not like the traditional feminine ideal—trusting, ingenuous, wanting to please and eager to fulfill her role in life.

Sometimes a woman thinks she has found what's called "the new man," only to discover that some of the old stuff starts popping up. She learns that the man can be very liberal and supportive of change so long as it doesn't cost him personally. But if it starts to affect his career or alter his life in other tangible ways, he may balk. That man is what I call "the armchair liberal."

But there are men willing to be much more expressive and nurturing in relationships with women and with children. They are beginning to realize the power of fatherhood and the personal rewards one can get out of parenting. Unfortunately, some of these men are being called "wimps"—a term now used a lot to describe a man who has taken on stereotypical feminine qualities or engages in roles traditionally viewed as female.

The wimp is the man who has a social conscience, who can understand the oppression of women, who is warm and caring, who fixes the family's meals after a rough day at the office. Women don't view such men as wimps; only other men see them that way.

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Have Men Changed? 19 Women's Views

Are men really any different today? And, if so, is that change for the better? U.S.News & World Report *asked prominent women in a variety of fields for their views of the modern male. Their replies—*

Dianne Feinstein, *mayor of San Francisco:* Men's attitudes are vastly better. There's a renewed sensitivity and a willingness to listen to women. A woman's views are much more credible today among men than 15 years ago.

Pearl Bailey, *singer:* When I was growing up, the father had a heavy voice of authority, and that's lost today. When you lose that in the family, you lose it in the nation.

Phyllis Diller, *comedienne:* I go back so far that I remember when my uncles sat in one room, my aunts in another. I've watched this thing go through an evolution and, believe me, we're gaining. The true educated modern male cares about an honest division of labor for the whole marriage, and I truly believe that happiness is a matter of balance.

Pearl Bailey

Dianne Feinstein

Mary Cunningham

Sally Ride, *first American woman in space:* The males of my generation, the ones I grew up with and went to college with, were brought up believing that women had a place—just as men did—in all careers. I think the differences in men are nothing more than sociological—reflecting attitudes of the time in which they were brought up.

Rosalyn Yalow, *Nobel laureate in medicine:* From an evolutionary point of view, men haven't changed over the last 20 years. Men are still men. They expect to get married and to play a predominant role in the world of business. What else can you expect?

Rosemary Rogers, *romance novelist:* I don't like men who are chauvinistic, but I do like men who are self-assured. Part of the change in the American male is lack of self-assurance—and that is sad.

Mary Kay Ash, *founder, Mary Kay Cosmetics:* I have found that if a man is 50 years old or more, he still tends to look at a woman and say, "Hi, darling, go get me a cup of coffee." They don't accept the idea that a woman may have a brain. But younger men seem more accepting of women as equals.

Mary Cunningham, *president, Semper Enterprises:* There is no question that men have changed. One way you can measure that is through what men perceive as role models. Ten or 15 years ago, the workaholic male was the acceptable model. Today, men are more likely to be cooking a dinner, changing a baby's diaper and requesting a transfer for their wife's promotion. Men no longer see a contradiction in being a sensitive husband and father and being a hard-driving executive.

Jill St. John, *actress:* Basically men still feel secretly the same way they always have. They'd rather see their woman at home, even though they like the double income and the privileges two incomes can bring.

Ruth Westheimer, *talk-show host:* We are coming to a middle road. A man can permit himself to cry—and this is important, permitting men to express their feelings.

Phyllis Schlafly, *president, Eagle Forum:* The feminist movement has mixed men up about what their role is and what women's role is. This is why many men are disaffected with marriage. Many young men don't know whether to treat a young woman like a lady or like a feminist.

Pat Schroeder, *congresswoman from Colorado:* In politics, the men who are secure tend to treat women much more like partners and less like trinkets. Among men in Congress, you see a real recognition that women in Congress are not flukes or mascots or cheerleaders. More of the men recognize that we are colleagues. The only difference is our chromosomes.

Suzanne Somers, *actress:* In this age of therapy and analysis and introspective thinking, women have emerged as strong, not as a shadow of the male. This has relieved pressure on the man to be in control—to always be the strong one. At times, he can let down a little bit.

Judy Goldsmith, *president, National Organization for Women:* Men are more flexible in their concept of who they are and what they are. They are more willing to participate with their wives in child care and household duties. But too much attention is paid to a few when men as a whole are still very traditional in their attitudes and as a group are reluctant to accept the changes of men and women in society.

Loretta Lynn, *country-music singer:* Women are taking the man out of their men, and I don't like that. I think men should stand their ground a little more. Any woman would like her man to be the man of the house. A woman needs a man that she can't control.

Ann Landers, *newspaper columnist:* The married male today is a much better father, much more involved. But single men are more aggressive sexually. They've taken advantage of the women's movement. They're letting women pay. They're not opening doors, and they're not carrying packages. They're more macho and less considerate.

Rosemary Daniell, *author:* Women in a sense have the new male, but they're not satisfied with him. The new man is modeling himself and shaping himself after a nebulous ideal—what he thinks women today want. And when he hears she's still attracted to the old-style guy, he's angry.

Mary Marsh, *Brigadier General, U.S. Air Force:* Men's views about women have changed. If you do your job well, men will respect you. My husband, who was a fighter ace in World War II, once had reservations about the role of women in the military. But now he doesn't see any problem with women flying combat aircraft.

Beverly Garland, *actress, TV's "Scarecrow and Mrs. King":* Men may look back at their grandfathers and great-grandfathers with envy. The wonderful thing about being able to conquer the West, ride a horse, have a gun and go out and get the food and bring it home is missing in men's lives. They felt like men and they were something. Today, they've got to be in their suits and ties in a world tremendously full of stress, which kills them faster than anything. □

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FATHERHOOD
Yesterday, Today and Tomorrow

By Larry L. King

I often claim to have been a father "all of my life." It is not a large exaggeration. My five offspring range in age from 34 years to less than 3 years. My wife is but two years older than my firstborn. I have two grandchildren older than my baby, one of them by 15 years. Among my progeny, half brothers and half sisters abound; due to age spans and living vast distances apart, they seem to share little but a common blood. Lindsay, at 5, has trouble defining the tangled relationships; Blaine, at half her age, doesn't yet care. As may be the case with many older, second-family fathers—and of late we have become almost "trendy"—attendant family confusions aid my understanding of the ancient Chinese curse, "May you live in interesting times."

Daddying ain't easy. I taught my father that lesson by eschewing the church he loved, drinking where he was prohibitionist, despising hard labor as much as he thrived on it, and in a dozen other painful ways. With the assistance of my siblings, Dad learned that lesson four times more. One of his sons died before reaching his first birthday; one of mine, for reasons best known to himself, chose to drop out of my life three years ago at the age of 24 and has contacted no family member since. He is an adult—I tell myself—and is entitled to his choice. But of course I worry about him and wonder where, or how, he is. Second-guessing and what-iffing go with fatherhood. Emotionally, at least, daddying is a lifelong job.

King romps with son Blaine. "For all my daddying faults, I am a better father this time around."

On marrying Barbara Blaine seven years ago, I wasn't exactly hungry for fourth or fifth servings of fatherhood. I remembered the troublesome teenage years and the difficulty I had remaining calm or cool in the face of large rebellions. I muddled through, but claim no more. And was I not too old, too tired, too jangled to hear again the pitty-pat of little feet and the war whoops of little lungs?

How I feel about being an "old dad" now depends on the moment. There are moments of reward, yes, but also moments when I judge myself bonkers to have attempted fatherhood again. Sunday evening is always the low point, our kiddies' live-in nanny taking off from Friday night to Monday morning for necessary restorations and regroupings; Barbara, a lawyer and working mother, joins me as we attempt to hold the fort. Those long weekends—replete with soiled diapers, spilled milk, sibling wars and instant tears—tend to reinforce my theory that daddying is ideally *accomplished in widely spaced 3-minute bursts.*

Even when my tots are on their good behavior, my mind boggles after more than 15 minutes of kiddie games, kiddie books, kiddie jokes. I do not believe God intended for 56-year-old men to spend two days each week associating with Munchkins in games of play-doctor and play-school.

Though the screams of 55,000 people approving a Washington Redskin touchdown is music to my ears, I have difficulty handling that grating noise made by the wail of but a single child. A child roaring at maximum potential in the execution of a temper fit has no rival in the shattering of fragile old nerves.

Barbara charges that I make more noise than does Blaine, in yelling at him to cease his. Yelling has long been a fault of mine, though I do it well. Mama and Da-Da disagree over other parenting approaches: I believe in light corporal punishments, no kiddie ever having suffered permanent damage from corrective spats on the bottom. Mama believes young transgressors should be reasoned with, and—once reason fails—they should be sentenced to temporary isolation in their rooms behind closed doors. To me that seems the harsher punishment—though sometimes, on weekends, I would love to be isolated in my room behind closed doors.

Before you send me spirited letters, be assured I am not always the angry ogre or an aloof presence. Each night I join Barbara in bedtime readings and nonsensical songs capped by a lullaby written to include our kiddies' individual names and to make the point that they are loved and valued. I am proud of Lindsay's quick mind, logic and artistic leanings; she knows it. When Blaine isn't indulging his right to "terrible twos" tantrums, no sweeter child ever has been romped with or cuddled—and he knows I feel that, too. I believe in being demonstrative.

For all my daddying faults—and I have enough that Barbara is wryly amused when I am asked to pontificate as an "expert"—I am a better father this time around. I rarely saw my first children by day because of office hours; working at home now, I permit my tykes pop-calls to Da-Da's office save when deadlines are too pressing. Sometimes they stay to draw, to joyfully jam typewriter keys or to quiz or instruct me about the world. I do my share of mundane chores—diapering, cleaning messes, preparing snacks, binding small wounds—that in an earlier time were considered the exclusive property of the children's mother. I did not then know that "bonding" is assisted by such paternal attentions.

My little ones benefit from better schools, better surround-

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ings, better opportunities and more of the creature comforts than did those I raised while scuffling for money and uncertain of my career future. Occasionally I wonder whether they have enjoyed too much too soon—as when Lindsay was astonished to discover that Baby Jesus was not attended by a personal nanny in that Bethlehem manger—but, over all, I believe they are much more secure for it. Adequate money simply makes it easier to raise children, and this is not wholly a matter of convenience. Money eliminates tensions or crises otherwise almost certain to visit the home. Many of my earliest angers, rebellions and anxieties resulted from a hard-scrabble childhood during which I heard my parents worry aloud over making ends meet. And I know that money shortages added nothing to the longevity of my first marriage, however doomed it may otherwise have been.

Providing for children becomes more costly each year in an increasingly complex world. A writer friend, far from rich, pays $36,000 annually to keep three collegiate offspring on campus; I fear that when my tots reach college age, it may annually cost that much for one student. Yet in a society increasingly dominated by technology and science, what father can send his children to the marketplace ill prepared? When I was a young man I was able to walk into a newspaper office and—although both a high-school and college dropout—talk my way onto the payroll. Such on-the-job-training opportunities are no longer available in most careers, including journalism.

Each new generation of fathers harbors its special fears. Mine fretted that America's rapid conversion from rural to urban, and looser moral codes, would lead to my ruination; he died thinking he had been at least partially right. I was certain the drug culture would gobble up my first family children, although at least two of them ultimately escaped its worst ravages. Somehow, on balance, youngsters are better able to adapt to changing values and mores than are their fathers, and so they survive.

A primary concern now is the astonishing number of "missing" children who may have been abducted for profit, for sexual exploitation or for torture and killing. We spend time cautioning our tots against taking up with strangers and instructing them how to avoid capture and seek help if accosted. I feared that such warnings might frighten them and produce nightmares, but they seemed to take it in stride.

I look at little Blaine and—mindful of the world population explosion, the obviously finite gifts of our planet and the chilling prospect in his time for war among the stars—I am grateful to have been born to my time and wonder whether he should have been born to his. It is not an original thought; fathers have had it since time immemorial. Unless his world goes up in flames early, probably Blaine will one day have that thought of his own offspring.

Fatherhood in the future probably will be much as it historically has been. The generation gap will provide misunderstandings and quarrels as new values and fads threaten the old while converting the new; every father knows he realistically cannot exercise meaningful control over future large events. He must attempt to shape his clay in small, if vital, ways. And no matter how much time he spends at his potter's wheel, the potter cannot know for certain what his shapings will produce. Surely he will find flaws in it and fault with it, just as his creation will be certain the potter erred. Whatever its flaws, he will love it—even as he regrets not having shaped it better—for he gave it life and polishing and it is his. □

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Playwright-novelist-journalist Larry L. King has won a television Emmy for documentary writing and the Stanley Walker Journalism Award for general excellence in reporting.

Clint Eastwood, Harrison Ford: Macho and vulnerable.

From Martinis and Gary Cooper to White Wine and Dustin Hoffman

The evolution of the American male is reflected in what he read, watched, drank and drove—

Early 1950s. Men in gray-flannel suits favored station wagons trimmed in real wood and full-sized Chevrolets and Fords with V-8 engines. In their leisure time, they sipped martinis and Rob Roys, while reading about "The West's Wildest Hunting" in *Argosy*. Ernest Hemingway's *The Old Man and the Sea* and Mickey Spillane's Mike Hammer stories provided grist for the male imagination. TV, still in its infancy, offered a decidedly no-nonsense hero: Sgt. Joe Friday of "Dragnet." On the big screen, Humphrey Bogart in "The African Queen" and Gary Cooper in "High Noon" epitomized the male ideal.

Early 1960s. With John F. Kennedy in the White House, urbane macho was the style and whisky sours and screwdrivers were popular drinks. The No. 1 literary hero was the suave James Bond, brought to the screen by Sean Connery in "Dr. No." Peter O'Toole also cut a dashing figure in "Lawrence of Arabia." TV Westerns such as "Gunsmoke" and "Bonanza" came on strong. Cars and magazines also reflected the mood. *Playboy* flourished by advising men on "How to Train Your First Wife." Detroit offered the "muscle car" such as the Pontiac GTO and the Shelby Cobra Mustang.

Early 1970s. The softer side of the male surfaced during this tumultuous time, personified by Alan Alda in TV's "M*A*S*H." On "All in the Family," men viewed the old and new male side by side as Archie Bunker and son-in-law Mike battled constantly. Those who preferred a tougher image watched Clint Eastwood in "Dirty Harry" or read Frederick Forsyth's novels such as *The Day of the Jackal*. Men sipped Black Russians and read in *Esquire* that "Women Make Their Move." In this era, smaller cars, such as Ford's Pinto, grew in favor.

Early 1980s. Macho coexisted with vulnerability in portrayals by Eastwood, Tom Selleck in TV's "Magnum, P.I." and Harrison Ford in "Witness." Sensitive Frank Furillo, of "Hill Street Blues," represented what sociologist Todd Gitlin calls "the achingly sensitive man of the '80s." Dustin Hoffman in "Tootsie" personified the male dilemma, torn between traditional masculinity and feminine virtues. White wine was the drink of choice for many who bought expensive imported cars. Magazines and books about business soared in popularity as did novels by Elmore Leonard, whose characters were more complex than the typical hard-boiled gumshoe. The cultural hero of the era, says sociologist Michael Kimmel, had to cope with "being a private eye, keeping long hours and still coming home to do dishes and take care of the kids."

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MEN

Men in the 80's

RETURN TO
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In search of...

Values and Virility

The year 1955. *Jim is 30 years old. He's married to Mary and earning a good salary as a financial officer in a midtown bank. His wife Mary is pretty but subdued. She dresses well, runs their home and takes care of the kids. She's thinking about going back to college because she wants more out of life. Jim is the provider and every inch the man of the family. He says "sure Mary, go back and take a few courses but no wife of mine will work a full time job."*

The year 1965. *Bill is 30 years old. He is in medical school and lives with his wife Joanne. Vietnam is something that he reads about in the paper but he is concerned because he has a kid brother who may be drafted. Joanne is a legal secretary and she's helping Bill finish school. They both took a couple of years off after college and traveled. Joanne works but also takes full responsibility for the household chores although Bill does take out the garbage. When he's done with school she'll quit work and have kids.*

The year 1975. *John is 30 years old. He's a stockbroker and his girlfriend Vicky is an executive trainee at a bank. They live together and John likes the fact that Vicky wants a career because he realizes its important for her to be "liberated." But he's not really sure he wants to marry her. John and Vicky split the domestic tasks. He does the outdoor work like mowing the lawn and shovelling snow. Vicky does the rest.*

The year 1984. *Gary is 30 years old. He met his girlfriend Gina at the office. Both earn over $35,000 per year as computer operators for IBM. They both live alone and are working hard at their careers. Neither has much free time or is really thinking about the future. Both plan to continue working indefinitely.*

The seeds of liberation planted in the early 60s have resulted in a series of transitions in men's and women's roles in American society. And, although the major focus has been on the changes in women's attitudes and their roles, the implications of liberation have had a profound affect upon men. Now, 25 years later, both men and women are more confused than ever about their relationships to each other and their specific place in the social structure.

By Aimee Stern

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Analysis

Thirty years ago, the man's position was clearly defined. He was the leader, the provider and in essence, "the king of his castle." But there has been a real struggle among men "to get off that power trip," explains Dan Kiley, a psychologist who works frequently with men and authored a book called *The Peter Pan Syndrome*. In rural days muscles were important and in some respects men had control, even though it was a contrived situation. But, this was the functional way to survive. "Those roles aren't really functional anymore," explains Kiley, "not at this stage of men's and women's development."

Actually the confusion now emanates from both sexes. Doctor Herb Goldberg, Ph.D., and Author of *The Hazards of Being Male* believes, "Everyone seemed to think liberation would be nirvana, but the image women had for many years was that they would find liberation magically satisfying and free. But the more clearly women define their own roles in relationship to men, the more men realize that they too are oppressed by their own definitions of how to relate to women." Goldberg is an expert on male oppression which is reflected in the stance he takes in his book. He discusses the limitations of men in terms of loving and giving because of rigid definitions of masculinity, that go against his very nature.

Psychologists do believe a new form of "men's liberation" is emerging, even though the process will prove long and at times, quite frustrating. Kiley envisions men learning to balance macho and sensitivity in what he terms as the merging of "tender but tough. Women don't want their men wimpy and effeminate," projects Kiley, "but they want them to show they care. It brings us away from the traditional male/female roles to a question of what is my role as a person?" Kiley predicts the time of conflict will probably span the next generation and conclude with a new definition of what men are.

Change in attitude is spanning the age groups but the greatest problem with adjustment is occurring among older men, i.e. 40 plus, as they strive to deal with the less restricted younger generation. Having been brought up with the stringent, "man as a provider" role, these men seem to be suffering great turmoil as their women become more and more self involved. Younger men, reared in transitional family situations, or literally, "mom has a job," are more open to emerg-

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ing value systems. "We have seen a tremendous change in older people," admonishes Bernard Zilbergeld, a Ph.D. at Berkeley and author of Male Sexuality. "Older people are not as rigid as they are sometimes portrayed to be. Alot of men in their forties are adapting considerably and finding ways to change. Those who remain inflexible have serious problems."

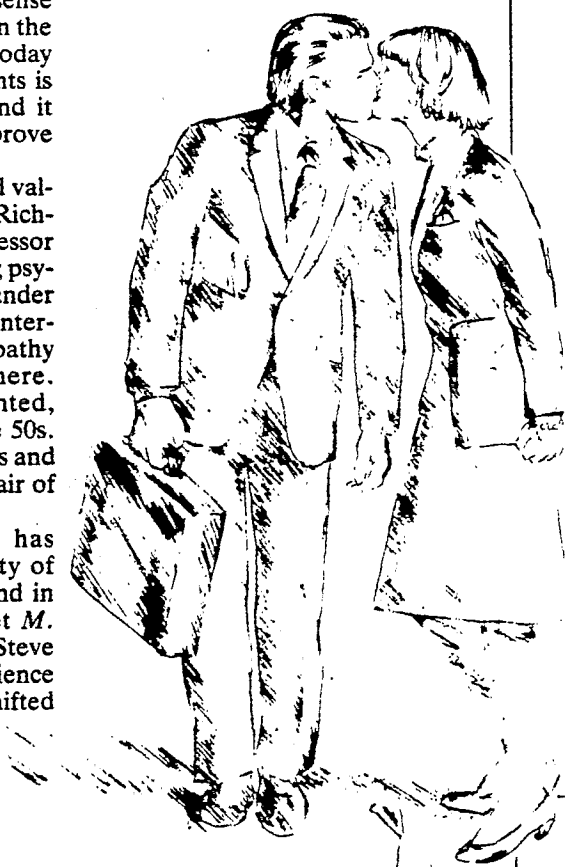
But don't sound a death knell yet for machisimo. Joseph Pleck, Program Director of the Wellesley College Center for Research on Women and Author of the *Myth of Masculinity* writes that "the macho image may have softened recently but most psychologists still believe it's essential for men to acquire a 'sex role identity' expressed by masculine traits, attitudes and interests. Yet, at the same time, most believe it is just especially hard for men to develop this secure sense of masculinity, now that women are becoming more assertive."

Zilbergeld argues that "although macho is dying in a traditional sense it keeps creeping up on us in some ways. Health clubs are perfect examples of men still flexing their muscles but living at the gym doesn't solve the other problems."

Kiley, on the other hand, disagrees. He sees the preponderence of clubs as macho being reborn because "younger men are reverting to traditional 50s roles in an effort to cope with the prominence of effeminism in male society." Kiley says, "Nineteen to 25 year olds, and even men in their late twenties are building their bodies with sense of panic and a frantic sense of urgency. Their self esteem is on the line. One of the worst insults today among junior high school students is to call other boys effeminate and it puts alot of pressure on them to prove they are not."

But the return to more striated values is not all negative points out Richard Wessler, a Psychology Professor at Pace University and practicing psychologist. "Today's young man under 25 is more conservative and self interested than his predecessors. Apathy is in. There's a seriousness there. He's very career and job oriented, much like his counterpart in the 50s. In the 70s he was into doing drugs and in the 60s all he needed was a pair of jeans and a guitar."

Dressing for early success has birthed the increased popularity of men's magazines such as *GQ* and in the older more affluent market *M*. "Five to six years ago," claims Steve Florio, Publisher, *GQ* "our audience was basically gay, but this has shifted



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Men's Shopping Attitudes

By Age Groups

Agree Completely/Mostly	Total	18-24	25-29	30-34	35-39	40-49	50-65
I enjoy food shopping	34%	34%	36%	44%	30%	29%	31%
I tend to stay with a given brand	51	46	54	54	55	48	52
I usually buy brand name food products	46	46	43	47	48	40	50
I try to use as many coupons as possible	41	34	30	49	41	39	56
I look for convenience foods even when they are more expensive	46	46	44	53	45	46	44
I am willing to pay extra for quality products	66	64	66	74	77	65	67
Couples should share household chores equally	66	64	72	72	61	63	65
A woman should have the same range of choices as a man	71	66	71	70	78	77	69

(1982 People Magazine Lifestyle study)

as the younger man tries to become the embodiment of the young executive. He looks at his boss in polyester and Thom McAn shoes and knows that he's the one who is going places. A generation ago men in their 20s were the most rebellious and now they're the least," Florio continues, "today's 25 year old wants success and the trappings that come with it.

The *M* man also wants the best, according to Publisher Gene Fahey but at a $60,000 plus income level, being fashion forward takes a back seat to quality.

One of the casualties of the changes in women's roles is an increasing phenomena coined the "Peter Pan man" by author Kiley. Named for the little boy who could never grow up these "boys who function as men" are infused in today's society. They are a marketer's dream audience because the "Peter Pan man" is constantly buying high priced expensive play toys, moving from woman to woman and in many instances job to job without ever staying with one thing long enough to form an attachment. Kiley believes that this condition occurs in some form in 5–7 out of every 10 men. Most are quite functional but to the extreme some are seriously disturbed.

"The fact is that there is nothing wrong with wanting the best," exclaims Kiley, "and in alot of men today, their spending money is the last thing to be cut. "The difference is that the Peter Pan man takes the need for these toys one step further," Kiley explains, "he is literally under compulsion to do these things and will make up any reason to support his decisions," profers Kiley.

One of the reasons younger men spend a volume percentage of their income on the pursuit of special interest activities and the trappings that come with them "is enrichment of their total lifestyles and a statement of one's self," offers James Kopper, President of the Ziff Davis Magazine Network. "Their fathers worked hard for what they wanted and saved for the future. These men have more free time, less expenses and don't want to delay gratification until tomorrow."

The leisure market, which topped $282 billion in 1983 and has increased 383% in 18 years is flourishing, to a largely male audience. The success of publications like Ziff Davis' Network and the Peterson Action Group is riding on the crest of this wave. Ziff Davis, for example, targets to the 18–34 year-old, college educated male with a $30,000 plus income with a variety of activities such as flying, photography, boating, skiing and stereos. Kopper explains that "these men are enthusiasts as opposed to spectators. They participate in a multiplicity of things although they usually specialize in one."

"A certain amount of toys is wonderful," adds Goldberg, "it's the endless need to consume which shows a problem." Goldberg forecasts that men will move in two directions for the 80s. One is the earthy type who will develop simpler needs for existence and the other he terms "the computer man" who develops an attachment to objects.

Technology, according to Kiley is a constant source of confusion to both sexes. "If man can control nature," he says, "he believes he should be able to control his own destiny. But the truth of the matter is that we are all vulnerable and we all die." Coming to grips with mortality is twice as difficult in an age where "anything" is possible.

There are many demographic changes which have led to significant changes in men's roles as homemakers. A record breaking divorce rate and a new acceptance of being single longer are responsible for the staggering increase in men living without women. Since 1960 men's median age at first marriage has risen two full years to 24.8 years old. The proportion of men who delay marriage until their early thirties has almost doubled to 7.5 million which is 39% of all people living alone or 19.5% of all men. And, of all the men who live alone, about one half are young and never married. Almost one third of men living by themselves are men 25–34; more than half are under 45 years old.

Another two million men are family heads without a wife, 62% more than in 1970. And over 16 million

Continued on page 60

Source: https://www.industrydocuments.ucsf.edu/docs/phkl0000

Analysis

Continued from page 20

men are single and living with friends, parents or a lover. This trend is expected to continue through the 1990s when 45% of all households are anticipated to be headed by a man or woman without a spouse. Twenty nine percent will be headed by women and 16% by a man.

These statistics have considerable consequences for marketers. Single men are increasing rapidly and these individuals have to go back to the beginning and learn the basics that mom never bothered to teach them such as how to do laundry or shop. And married men, although it's a slow reeducation process, are taking on a greater percentage of the household chores and assuming more of a role in the running of the family. Real men are no longer just taking out the garbage, they're learning how to perform in the kitchen and laundry room and to a minor extent liking it.

A study conducted by Benton & Bowles in 1980 which was mailed to married male heads of households across the U.S. detailed that men are taking on a broad variety of non-traditional family roles. If a wife is employed outside the home, almost 88% of the men felt that the husband should at least "help out" with the chores. Fifty four percent agreed that if the wife is working domestic chores should be the equal responsibility of both. And even if the wife is not employed 53% of the men said the husband should help out with the chores.

A relatively large percentage of these men are also performing jobs which were traditionally dubbed "women's work." In a two week period, 80% of all the men surveyed took care of the home, 33% cooked an entire meal, 32% did the main food shopping and 29% did the laundry. Men also showed significant influence on brand purchasing from health care products to foods.

But despite the encouraging numbers old line values still persist. Almost 85% of the men questioned believe "the man should be the main provider for the family and seven in 10 thought that unless it was an economic necessity a family is better off if the wife doesn't work. Six in 10 still believed that a "woman's place was in the home."

A 1983 lifestyle study conducted by People Magazine of 2,074 respondents ages 18–65 in 150 randomly selected geographic points showed that attitudes have altered rapidly in the three years since the Benton & Bowles study was completed. Eighty two percent of the men surveyed said they believed a woman should be able to go as far in the working world as her abilities will carry her, a significant turnaround from men in Benton & Bowles study. This answer remained consistent across all the age groups, with 80% of all men 18–24 agreeing with the statement and 82% of men 50–65 concurring with it. Only 30% of all men surveyed believed that a family was better off when a woman did not work.

Women don't want their men wimpy and effeminate but they want them to show they care. This brings us away from the traditional male/female roles to a question of what is my role as a person. The time of conflict will probably span the next generation and conclude with a new definition of what men are.

Marketers might conclude that traditional values can be attributed to only lower income brackets but another 1980 study by Cunningham & Walsh which sampled 1,000 married men found that husbands who participated in major shopping trips represented all income and age groups. Interestingly though, the older the husband was the more likely he was to go to the supermarket for major shopping.

A 1982 study by the Food Marketing Institute observed shoppers in four cities over a four day period. It indicated men assume either sole or joint responsibility for supermarket shopping 40% of the time. Single and divorced men sharing food shopping responsibilities accounted for four in 10 shoppers observed in the study. The study showed that overall approximately one third of all supermarket shoppers are men.

Significant differences in shopping behavior patterns emerged among men and women. The study details:

- Men spent less on weekly grocery shopping than women, a total of $61.44 as opposed to $71.58 for their wives.
- Men spent less time food shopping than women.
- Men reported more brand loyalty than women.
- Men planned shopping less, used supermarket information less and emphasized economy less than women.

Another focus group study conducted as a preliminary to a major study planned by Campbell's Soup company and People Magazine showed that married men were more interested in new product trial overall than women. "If I had to guess," offers Joseph Eastlack, Group Manager of Marketing Research at Campbell's Soup, "I would think it's a new world for men out there and that they are still learning about different products." In addition married men showed a stronger preference for national brands than women but were more willing to try alternative products than single men.

"The people that we saw were still in the learning process," Eastlack concludes, "but the man shopping for his family was obviously taking responsibility for the job. The time commitment he is making to taking over the shopping and cooking could really be called an evolutionary step."

A study by Judith Langer, Langer Associates, on single men's approach to domestic life conducted with single men in four markets, Boston, Chicago, Nashville and Los Angeles unearthed some intriguing results. Not only are single men taking responsibility for their own homes, they have no guidance or role models to help them ease into the process. Langer's study found that male householders were accepting their new domestic role as a fact of life. These men also felt that it was acceptably masculine to care about their own homes.

One of the areas which is prospering is gourmet cooking because as Professor Wessler, at Pace puts it "Gourmet cooking is acceptable be-

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Source: https://www.industrydocuments.ucsf.edu/docs/pnxl0000

Marketing Tools

Continued from page 52

of 1983 and 1984, featuring multiple promotions (free-standing inserts, self-liquidators, dealer-loaded premiums, etc.) to tie in with the 1984 Olympics and physical fitness programs. Consumers were offered special purchases that were incentives to supporting the American athletes and encourage overall physical fitness. For every item ordered, $1 would be donated to the U.S. Olympic Team.

BMW Dealer Showroom Group

Client: **BMW**
Entrant: **Einson Freeman, Inc., Paramus, NJ**
Division: **Permanent Promotions and Incentive Programs**

Prospective customers are wooed into BMW's Ultimate Driving Machine image by this creative and elegant use of floorstands. Through a distinctive, severely simple, yet luxurious design, the BMW Dealer Showroom group attempts to place the BMW above all competitive imported luxury sports cars right in the dealer showroom.

The accessories fixture reinforces the Ultimate Line image by providing personal BMW fashions for incremental sales.

Miller High Life Draft Beer Sanchion Cover with Companion Tap Knob

Client: **Miller Brewing Co.**
Entrant: **Everbrite Electric Signs, South Milwaukee, WI**
Division: **Permanent Advertising**

This decorative stanchion cover and companion tap knob have secured new draft accounts for distributors *beyond their expectations*. Besides its very decorative appearance, the item is easy to install and works for single and dual faucet beer stanchions and is adaptable to different diameter beer stanchions. This versatility makes the piece work anywhere, therefore helps gain enthusiastic acceptance among distributors and retailers. ■

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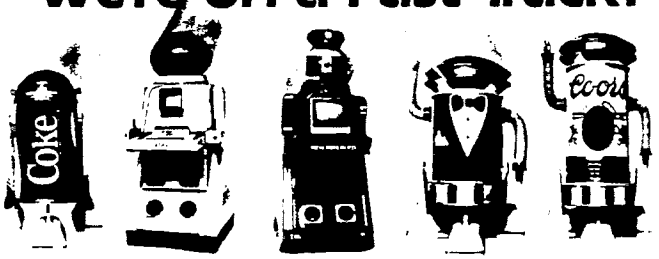

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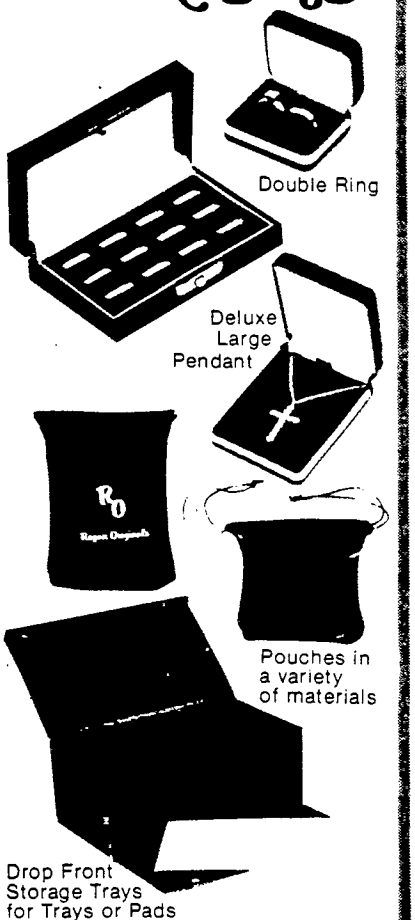

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cause it is not ordinary. It's an art and can be classified as something special. It's different than what mother used to do." In fact, Langer found that cooking is a true love for some single men. She classifies men into three categories; weekend gourmets who spend time when they can on meals for themselves or company and talk of cooking as relaxing, therapeutic and fun. The everyday cook who cooks for himself on a regular basis and the non-cook who eats out and laughs at his empty refrigerator.

Langer discovered, single men split up into two distinctive categories; the settler cares about his home in much the same way a woman would and recognizes that home is a reflection of self. The pup tenter considers his single living condition more of a camping out at home or using his house as a hotel.

One interesting point that Langer uncovered is that a great deal of basic information is needed by the single man on how to do tasks that women take for granted such as how to do the laundry. She recommends that advertisers put more product information on the outside of packages and in their ads explaining how to use the product.

Marketing Implications

Some forward thinking marketers have set out to target male consumers for non-traditional products but it is more of a testing the waters situation than a serious all out effort. When Alan Reubel, Packaged Goods Industry Manager, started at Newsweek five years ago, "the typical brand plan was a reflection of the previous brand manager's which focused on gatekeepers, women 25+ with the presence of children in the family. The manufacturer was heavily into day part, prime time and the seven sisters. Then the new woman emerged and there went gender marketing."

Newsweek's stance and its 1982 campaign to packaged goods companies which continues today, urges manufacturers to consider unisex marketing to the upscale and affluent, namely of course, the *Newsweek* reader. "It's an urban story but it's growing all over," adds Reubel.

Sport Illustrated is one of the first men's magazines to actively pursue this market as advertising revenue. "We take the position that men are not as coupon sensitive as women, since most studies have shown this," says Rachel Greenfield, Advertising Development Manager. "So advertising to them has to be noticed. The wave is really starting now although we started talking about it back in 1980 when several agencies came out with findings that said men were buying these products. Now we're getting a lot of people saying yes because they are realizing that men are a major source of new business for them." *Sports Illustrated* now features advertising from General Foods, Hershey's chocolates, M&Ms and Snickers and Campbell's Soup, among others.

Although men have come a long way there are still many avenues left to be explored both psychologically and in terms of their role as "house husbands" and consumers. Psychologically, although they have accepted that women are more independent and entitled to choices, there is still a resistance to turn away from their stereotypical role as provider. Some argue that the affluent, upscale, two income home is changing faster than the blue collar set. Blue collar wives have always worked out of economic necessity and it hasn't given them a greater freedom in their role as wife and homemaker. The new generation of younger and more liberal "YUPS" or young urban professionals, will probably provide the lead to equalization of roles for both sexes.

Still in terms of products some remain traditionally female oriented. Reubel at Newsweek warns, "Items like breakfast foods, prepared vegetables, packaged desserts and Pampers are still bought primarily by women."

It seems obvious that men will eventually find their niche and fill it, but it is certain at least that the 80s male will present a very different picture than any man who has come before him. ■

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Corporations are learning the best product they can package and sell is themselves. They not only dress for success but act for it too. In total, good manners equal efficiency.

Mind your business manners

Manners are in again—and it's not only uppercrust socialites who are dutifully following Miss Manners' and Emily Post's advice.

Even top-flight executives of Fortune 500 corporations are lining up to take newly popular courses on boardroom and dining etiquette, not to mention international protocol.

"The competition for banks, securities firms, investment bankers, attorneys and senior management to court the rich has never been so fierce," says Sandra Snowdon, Director of Snowdon International, a New York consulting firm which gives courses on executive protocol, international courtesies, international dining and gift giving. "Corporations now realize that the best product they can package and sell is themselves. They must not only dress for success but act for success."

"In the late '60s, manners took a dive," says etiquette expert Marjabelle Young Stewart. "Students were so busy tying up the dean on campus that the question of what teacup to use went right out the window."

But now, even former campus radicals are executives in the business world—and becoming aware that manners are necessary to make it, Stewart says.

Stewart's "White Gloves and Party Manners" schools, which run etiquette courses for children in cities throughout the world, now include 420 franchises. Author of several books on etiquette, Stewart recently launched a new etiquette program tailored for executives—both young MBAs and senior VIPs—and the international protocol officers of major corporations. After talking to executives and corporations, she became convinced there was "a dire need for the program.

"Manners have never been so important as they are today; they equal efficiency," she says.

In today's corporation—often multinational as well as international—protocol and social niceties can often clinch a business deal or secure a rising executive's place on the corporate ladder, Stewart says. "So much business is done prior to the real business, during the social exchange. You can't be a rough diamond in the world today."

Another etiquette authority, Letitia Baldridge, who rewrote the Amy Vanderbilt guide to good manners in 1976, has now launched a whole new facet of her consulting business, "corporate manners." She is also working on a new book, *The Letitia Baldridge Encyclopedia of Business Manners,* due out in the fall.

"There is an enormous market," she says. Baldridge has been running six manners seminars a month for executives and corporations—and has clients from industries as diverse as construction and banking "stacking up" for future seminars.

"A lot of young people have been getting MBAs without a good basic training in manners," she adds. "And executives in the financial business world are asking, how can we make our younger officers more deferential to senior management, how can we teach them what an invitation means? They're terrific on computers, and are good managers, but their social behavior has not been developed.

"Often, they're the first ones to be aware of it," Baldridge says, and come seeking help from etiquette teachers before their companies do.

Baldridge says her clients—whether top level Fortune 500 executives or hot-shot MBAs just entering the workforce—are often world travelers who don't want to go to a foreign country "and look like dumb bunnies. Our image in the community abroad is terribly important," she says. "Corporations don't want their names bandied about as having executives who are unmannerly and unkind."

Business etiquette school

In Houston the quest for manners has been catching on. Stewart's "White Gloves and Party Manners" local representative, Nancy Braus, has just begun taking on private clients as well as business groups for courses in executive etiquette.

Braus, who believes that bad manners begin in childhood, also teaches children's etiquette courses—not only for the rich and well-heeled, but at schools in poor black neighborhoods as well as daycare centers of the middle class.

"It seems so futile sometimes," she sighs. "People who haven't been taught manners at home often grow up with horrible self-concepts because they've been turned down for jobs. And people don't have the heart to tell you that you eat like a slob.

"It's so terrible to see a young man or lady afraid to go into a restaurant," she says. "Why is it that the loveliest things have become intimidators? Everybody can go into the Warwick and

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Source: https://www.industrydocuments.ucsf.edu/docs/phxl0000

MEN '89

WHAT MEN—AND WOMEN—TOLD US

When It Comes to Defining the Ideal Man, Men and Women Largely Agree; the Characteristics They Choose, and the Percentage Choosing Each, Are Shown in "Perfection Incarnate." But When They're Talking With Friends of the Same Sex, Men and Women Differ Tremendously, as "Shop Talk and Jock Talk" Makes Clear.

PERFECTION INCARNATE

Qualities of an "Ideal Man"

Being a good husband and father	68%
Intelligence	48%
Sense of humor	46%
Emotional sensitivity	31%
Ambition	30%
Rationality, not being overly emotional	17%
Earning power	17%
Being a good lover	11%
Aggressiveness	9%
Physical strength	7%
Physical attractiveness	5%
Toughness	4%
Sports ability	4%

(Total is more than 100% because respondents could give more than one answer.)

SHOP TALK AND JOCK TALK

Men talk with best friends about:

Work issues	43%
Sports	42%
Goals for the future	28%
Their children	26%
Personal problems and self-doubts	23%
Politics	21%
Books, movies, cultural activities	14%
Romantic relationships	13%
Religion	2%

(Total is more than 100% because respondents could give more than one answer.)

Women talk with best friends about:

Their children	47%
Personal problems and self-doubts	41%
Work issues	27%
Books, movies, cultural activities	23%
Goals for the future	22%
Romantic relationships	15%
Politics	10%
Sports	8%
Religion	2%

(Total is more than 100% because respondents could give more than one answer.)

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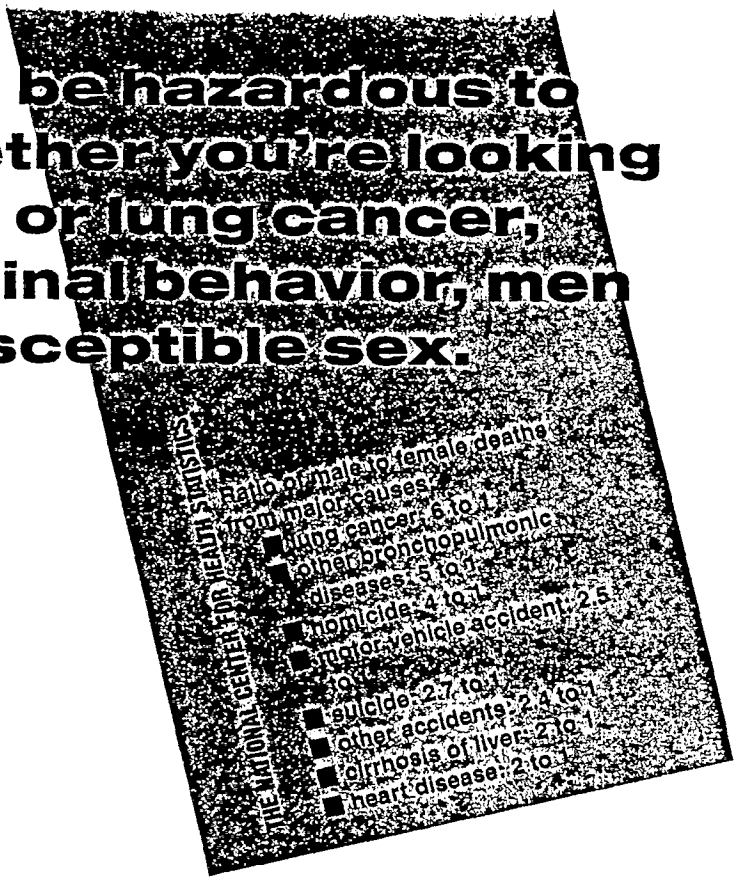
Source: https://www.industrydocuments.ucsf.edu/docs/pnxl0000

Being a man can be hazardous to your health. Whether you're looking at heart attacks or lung cancer, drug use or criminal behavior, men are the more susceptible sex.



Estimated Prevalence of Coronary Heart Disease, age 20 and older

AGE				
25-34	Men 113,893 Women 35,178		65-74	M 845,238 W 750,378
35-44	M 163,572 W 78,656		75-79	M 188,552 W 155,244
45-54	M 389,388 W 194,246		80 +	M 171,108 W 192,780
55-64	M 1,028,762 W 567,421			

National Center for Health Statistics, 1985 Estimate

In 1900 U.S. women lived to 48 years on the average and men to 46—a difference of two years. By 1986 the difference was between 78 and 71, or seven years.

—Statistics compiled by Susan Christenson

the loneliness

A man, we are told, is to stand on his own two feet, apart from the crowd, unbent by the opinions of others or his own untrustworthy feelings. "I never found the companion that was so companionable as solitude," wrote Henry David Thoreau, a sentiment echoed in the works of countless male thinkers. The isolation of such places as Walden Pond, St. Anthony's cave and Robinson Crusoe's island has always been more appealing to men's imaginations than the hurly-burly of cities and families.

Of course, that is only part of the story: Alone, we ache for contact. That ache, we now know from medical studies, is a major factor in male patterns of illness, addiction and death.

Even in groups—working side by side, hunting, drinking, playing cards—men often feel alone. This lonely male posture is not simply a psychological attitude. Nor is it the "natural" state of adult males. It is how we have learned to dwell in our bodies.

Becoming a "man" means learning to gesture and speak in predictable ways. Instead of familiarizing ourselves with the full range of our senses, body parts and movements, we are taught to focus on a few. The rough edges we find in our contacts with other men—and women—are rooted in this limited sense of our bodies, in our minimal range of learned responses. Our inadequacies manifest themselves as, for example, a glaze over the eyes when a friend is confiding in us, a shrinking away in the face of a compliment, a breathless rush to get in the last word, a feeling of frustration at not being able to express an intense affection, an angry glare at an imagined opponent, or an untimely rush of feeling away from the penis as intimacy becomes too intense.

No wonder we feel psychologically alone, so insensitive to our own bodies and those of others. Neither in the family, nor in school, nor certainly in church or synagogue, are children taught a sensitivity to the actual shapes, movements and feelings of their bodies. The feelings they are encouraged to explore about skin boundaries, body parts, movement and gestural styles, eye contact and bodily pulsations are restricted to those that

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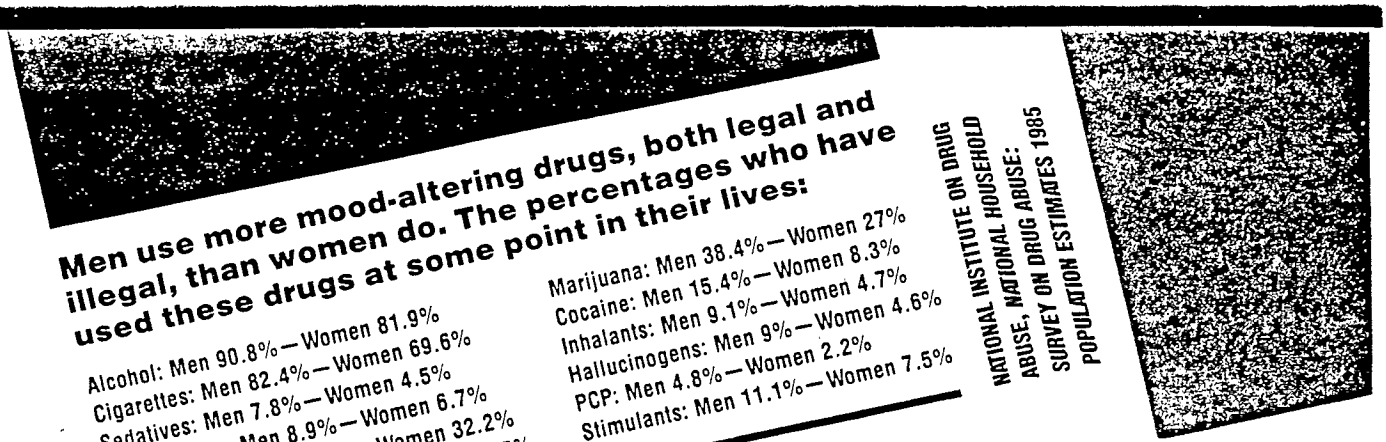

Men use more mood-altering drugs, both legal and illegal, than women do. The percentages who have used these drugs at some point in their lives:

Alcohol: Men 90.8%—Women 81.9%
Cigarettes: Men 82.4%—Women 69.6%
Sedatives: Men 7.8%—Women 4.5%
Tranquilizers: Men 8.9%—Women 6.7%
Any illicit drug: Men 42%—Women 32.2%
Heroin: Men 1.6%—Women less than 0.5%
Marijuana: Men 38.4%—Women 27%
Cocaine: Men 15.4%—Women 8.3%
Inhalants: Men 9.1%—Women 4.7%
Hallucinogens: Men 9%—Women 4.6%
PCP: Men 4.8%—Women 2.2%
Stimulants: Men 11.1%—Women 7.5%

NATIONAL INSTITUTE ON DRUG ABUSE, NATIONAL HOUSEHOLD SURVEY ON DRUG ABUSE: POPULATION ESTIMATES 1985

THE INVISIBLE MAN

Population of the United States (August 1988 U.S. census estimate) excl. armed forces overseas

Men	120,073,000
Women	126,069,000
	5,996,000 more women than men

People in prison (Bureau of Justice Statistics, June 1988)

Men	573,990
Women	30,834

People diagnosed with AIDS (Centers for Disease Control, October 1988)

Men	68,306
Women	6,260

56% of all people with AIDS have died—approximately 38,250 men

Names on the Vietnam Veterans Memorial in Washington, D.C. (National Park Service)

Men	58,148
Women	8

Americans still not accounted for in Southeast Asia (Department of Defense)

Men	2,385
Women	2

Homeless: (latest HUD estimate*)

Single men	165 to 231,000
Single women	32 to 45,000
Family members	53 to 74,000

Total Invisible Men:

In prison	573,990
Died from AIDS	38,250
Died in Vietnam	58,148
Missing in SE Asia	2,385
Homeless	198,000
	870,773

*OTHER ESTIMATES ON HOMELESS MEN RUN AS HIGH AS 2.4 MILLION.

of the male body

will adapt them to their future roles—certain elements of which are stereotyped or absolute.

Young girls are encouraged to develop capacities for sensitive connections with others and the earth. Becoming a successful mother requires learning how to be alert to the risky movements of an infant, to changes in temperature and color that signal illness. The onset of menstruation forces a girl to acknowledge her strong ties to physical realities.

A boy, by stark contrast, is encouraged to develop a sense of distance between himself and the world. If he is to conform to the schedule of the workplace, the future worker must learn how to make little of his impulses for food, rest and play. To concentrate on his work, the scholar learns to shut out such distractions as needy children, loved ones and the chaos of sensations from the buzzing environment. Vast numbers of men learn to steel themselves against their feelings about fellow humans so that as soldiers they can maim and kill. In extreme cases, some men have to become so desensitized that they can carry out orders to torture.

Standing alone can be an admirable posture. Winning personal and political freedoms has often required men to detach themselves from the comforts of close-knit societies that are dominated by unquestioned religious and political dogmas. But the need to adopt a firm stance apart from others has been allowed to permeate our lives in pathological ways. The world we live in demands more supple responses.

With help from psychotherapies, body therapies, the men's movement and feminists, men are learning new stances. More men are taking part in pregnancy, birthing and infant care. More men are learning a sensitivity to the importance of top soil, rain forests, plankton, wind and solar energies. More men are acting as peacemakers rather than militarists. More men are standing up together for brothers and sisters of ethnic minorities, learning to walk beside women and children—rather than apart from the crowd, with only solitude as their companion.

Don Johnson *is the author of* Body *and* The Protean Body.

BY DON JOHNSON

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